AN IONIZER INDUSTRY INDEPENDENT INVESTIGATION

BUYER BEWARE!!

ARE YOU WILLING TO GAMBLE WITH YOUR HEALTH?

DISCOVER WHY YOU SHOULDN'T TAKE A CHANCE ON CHANSON!

This Ionizer Industry Consumer Special Report has been written to help educate consumers so they are able to make an informed decision when purchasing a water ionizer.

This report is on ionizers offered by Chanson, USA. The information contained in this report is fact, not opinion. The majority of information about water ionizer companies can only be found on the Internet. Because this information is very easy to change, screen-shots of web pages have been captured to verify the accuracy of the information contained on this report.

In a competitive marketplace some companies will do anything, say anything and stoop to any level in order to make a dollar. Unfortunately this happens in almost every industry and we have discovered that the water ionizer industry is no exception. Chanson Water USA, a company that sells ionizers, claims to be a leader in the ionizer industry and that the machines they offer are the best available.

This special report was created to provide consumers with pertinent information about Chanson Water USA, its products, its players and its business practices to help them decide if these are the type of people they should take advice from or if this is the type of company that they want to do business with. When it comes to something as important as your health, consumers need to make sure they can trust that the information they are being provided is accurate and honest. After reading this report, you be the judge of Chanson Water USA.

Who is Chanson Water USA?

Every company is made up of people, but before we dive into the people behind Chanson Water USA we wanted to understand the structure of the company itself. First, Chanson Water USA, according to Better Business Bureau information, started in business on 8-19-2008, less than 3 years ago, by Ronnie Ruiz, President. It also lists Nedalee Ruiz as the CFO and President. Investigators learned that Nadalee is Mr. Ruiz's wife. The screen shot below is of chansonwater.com, which is listed on the Chanson Water USA BBB profile as their company website.

Alkaline Ionized Water | Ionizers, counter top ionizer . Find top water ionizer at Chanson Water USA - Mozilla Firefox
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Official Site Of Chanson USA Exclusive
Importer & International Representative (View Map)
SHOP
Follow us on the way to explore our alkaline water products and find their benefits.
Let's shop!
LEARN
90% of Americans are not healthy according to AMA.
Learn more now!
TESTIMONIALS
See how others improved their life by drinking alkaline water!
Done

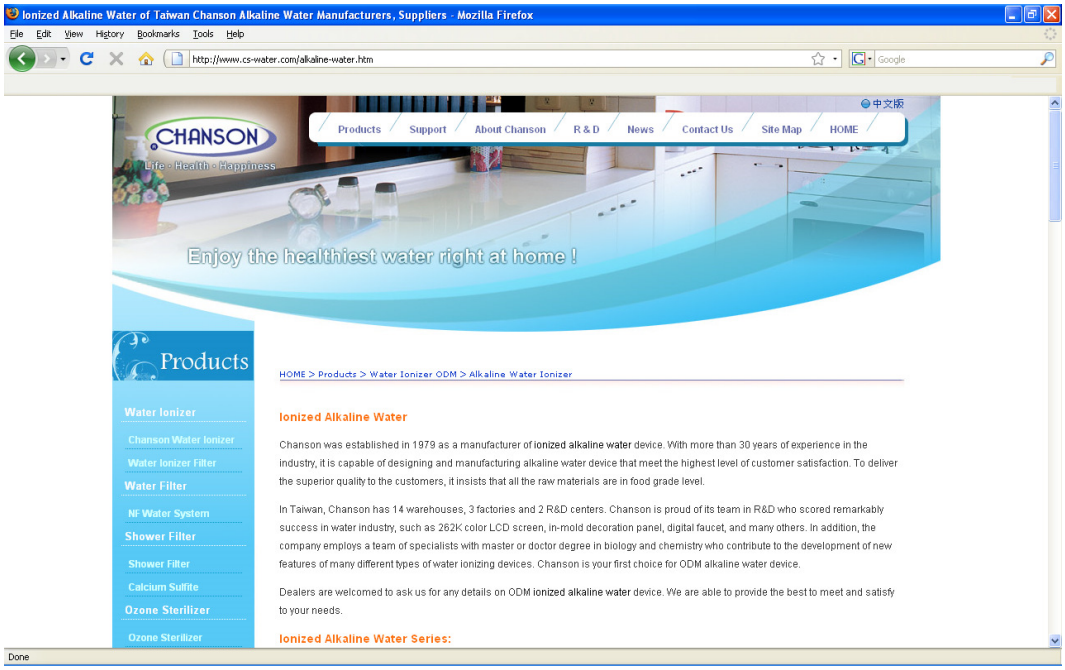
Chanson Water USA is in the business of selling water ionizers. Chanson Water USA is not a manufacturer or assembler of ionizers, or anything else for that matter. In fact, the description of Chanson Water USA listed on their Better Business Bureau profile says "This company's business is retail and wholesale water Ionizer sales", meaning that their expertise is in the area of sales, not research & development, manufacturing or service. Our investigation found that officially all they are is an authorized reseller for Chanson Water Co. Ltd., an ionizer company located in Taiwan. While this may seem like an insignificant detail it is actually quite important. You see, one thing that most savvy consumers look for is stability in a company and their products. The reality is

that Chanson Water USA doesn't actually have ANY products, as they are not a branch of Chanson Water Co. Ltd., they are just a seller of their products. As a company Chanson Water USA has not made the massive investment necessary to create a product line. They have not devoted the years of research and development to ensure that what they offer is the best available. They have not invested the man hours and resources to train and employ a service staff. The fact is that Chanson Water USA only sells another companies product and, as such, does not posses the product expertise and industry understanding that manufacturing experience tends to develop.

Simply being the seller of another product can potentially create another issue, which is the level of commitment to the product. If all you do is sell another company's products then the vested interest in the success of that product is very small. Most of the sizable ionizer manufacturers have invested millions of dollars in order to offer their product to the marketplace. It is this investment that shows consumers that the company is serious about the products they produce…they have a huge vested interest in the success of their products.

A company like Chanson Water USA has, in comparison, very little invested in the products they sell. They have a few websites, a few staff members, a small office space and the inventory they stock; these represent the majority of the financial commitments they have made to their business. This lack of a serious vested interest in the success of the product makes it much easier for a company to simply walk away, should the market take a downturn or should a better opportunity or even a better product come their way. In the case of Chanson Water USA, if this were to happen, consumers would lose all domestic support and the only way to get any support or service would be to deal directly with the company in Taiwan that actually manufactured the machine; and that is only if the company was willing to provide any support at all.

Since Chanson Water USA is less than 3 years old their company does not have much of a history, so, for the sake of understanding where the Chanson products actually come from, our investigation turned to their supplier, Chanson Water Co. Ltd., to try to learn more about the beginnings of Chanson Water USA. It was at this point that some major discrepancies started to arise. We visited the Chanson Water Co. Ltd., company website where it is stated that "Chanson was established in 1979 as a manufacturer of ionized water device. With more than 30 years of experience in the industry, it is capable of designing and manufacturing alkaline water device that meet the highest level of customer satisfaction." This is a very clear cut statement by Chanson Water Co. Ltd., which says their company has been manufacturing water ionizers for over 30 years, which would make them one of the oldest ionizer companies in the industry.


Ionized Alkaline Water of Taiwan Chanson Alkaline Water Manufacturers, Suppliers - Mozilla Firefox
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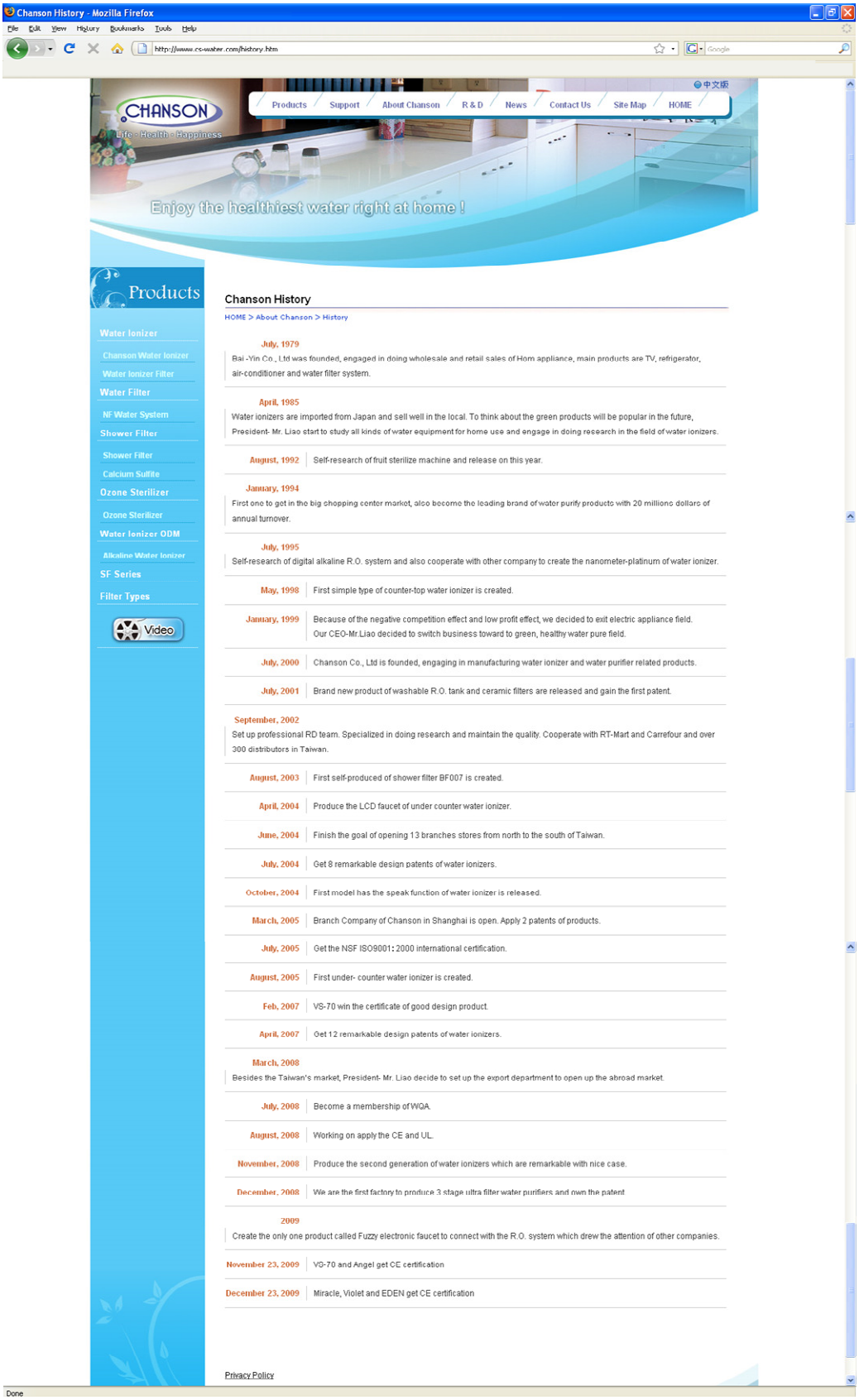
http://www.cs-water.com/alkaline-water.htm
CHANSON
Life • Health • Happiness
Products Support About Chanson R & D News Contact Us Site Map HOME
Enjoy the healthiest water right at home !
Products
Water Ionizer
Chanson Water Ionizer
Water Ionizer Filter
Water Filter
NF Water System
Shower Filter
Shower Filter
Calcium Sulfite
Ozone Sterilizer
Ozone Sterilizer
HOME > Products > Water Ionizer ODM > Alkaline Water Ionizer
Ionized Alkaline Water
Chanson was established in 1979 as a manufacturer of ionized alkaline water device. With more than 30 years of experience in the industry, it is capable of designing and manufacturing alkaline water device that meet the highest level of customer satisfaction. To deliver the superior quality to the customers, it insists that all the raw materials are in food grade level.
In Taiwan, Chanson has 14 warehouses, 3 factories and 2 R&D centers. Chanson is proud of its team in R&D who scored remarkably success in water industry, such as 262K color LCD screen, in-mold decoration panel, digital faucet, and many others. In addition, the company employs a team of specialists with master or doctor degree in biology and chemistry who contribute to the development of new features of many different types of water ionizing devices. Chanson is your first choice for ODM alkaline water device.
Dealers are welcomed to ask us for any details on ODM ionized alkaline water device. We are able to provide the best to meet and satisfy to your needs.
Ionized Alkaline Water Series:
Done

If these claims were accurate, and Chanson actually had over 30 years in the Ionizer industry, it would be an accomplishment worth sharing with every consumer that ever heard the name Chanson. Unfortunately, our investigators found some things on their own website that completely contradicted this claim. In fact, in the History section of the Chanson Water Co. Ltd., website there are specific dates listed and the company milestones that corresponded with those dates.


Chanson History - Mozilla Firefox
http://www.cs-water.com/history.htm
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Products
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HOME
Enjoy the healthiest water right at home !
Products
Water Ionizer
Chanson Water Ionizer
Water Ionizer Filter
Water Filter
NF Water System
Shower Filter
Shower Filter
Calcium Sulfite
Ozone Sterilizer
Ozone Sterilizer
Water Ionizer ODM
Alkaline Water Ionizer
SF Series
Filter Types
Video
Chanson History
HOME > About Chanson > History
July, 1979
Bai -Yin Co., Ltd was founded, engaged in doing wholesale and retail sales of Hom appliance, main products are TV, refrigerator, air-conditioner and water filter system.
April, 1985
Water ionizers are imported from Japan and sell well in the local. To think about the green products will be popular in the future, President- Mr. Liao start to study all kinds of water equipment for home use and engage in doing research in the field of water ionizers.
August, 1992 Self-research of fruit sterilize machine and release on this year.
January, 1994
First one to get in the big shopping center market, also become the leading brand of water purify products with 20 millions dollars of annual turnover.
July, 1995
Self-research of digital alkaline R.O. system and also cooperate with other company to create the nanometer-platinum of water ionizer.
May, 1998 First simple type of counter-top water ionizer is created.
January, 1999 Because of the negative competition effect and low profit effect, we decided to exit electric appliance field. Our CEO-Mr.Liao decided to switch business toward to green, healthy water pure field.
July, 2000 Chanson Co., Ltd is founded, engaging in manufacturing water ionizer and water purifier related products.
July, 2001 Brand new product of washable R.O. tank and ceramic filters are released and gain the first patent.
September, 2002
Set up professional RD team. Specialized in doing research and maintain the quality. Cooperate with RT-Mart and Carrefour and over 300 distributors in Taiwan.
August, 2003 First self-produced of shower filter BF007 is created.
April, 2004 Produce the LCD faucet of under counter water ionizer.
June, 2004 Finish the goal of opening 13 branches stores from north to the south of Taiwan.
July, 2004 Get 8 remarkable design patents of water ionizers.
October, 2004 First model has the speak function of water ionizer is released.
March, 2005 Branch Company of Chanson in Shanghai is open. Apply 2 patents of products.
July, 2005 Get the NSF ISO9001:2000 international certification.
August, 2005 First under- counter water ionizer is created.
Feb, 2007 VS-70 win the certificate of good design product.
April, 2007 Get 12 remarkable design patents of water ionizers.
March, 2008
Besides the Taiwan's market, President- Mr. Liao decide to set up the export department to open up the abroad market.
July, 2008 Become a membership of WQA.
August, 2008 Working on apply the CE and UL.
November, 2008 Produce the second generation of water ionizers which are remarkable with nice case.
December, 2008 We are the first factory to produce 3 stage ultra filter water purifiers and own the patent
2009
Create the only one product called Fuzzy electronic faucet to connect with the R.O. system which drew the attention of other companies.
November 23, 2009 VG-70 and Angel get CE certification
December 23, 2009 Miracle, Violet and EDEN get CE certification
Privacy Policy
Done

The history information clearly states that the company was originally formed as a wholesale and retail seller of home appliances, not as a manufacturer of water ionizers. The first time that there is any mention of this company actually doing anything with a water ionizer is in May 1998. And then it is not until July 2000 that "Chanson Co. Ltd., is founded engaging in manufacturing water ionizer and water purifier related products."

All of a sudden the more than 30 years experience in the ionizer industry has been cut down to less than 15 years, which is less than half the amount of experience the company is claiming. Investigators have seen slight discrepancies regarding dates before, but this is a major difference. Based on the way the 30 plus years in business are promoted and that the history of the company is somewhat buried in the many clickable links, we can only deduce that these are intentionally misleading statements, made in an attempt to trick consumers into believing that Chanson Water Co. Ltd., has more than twice the industry experience and expertise than it actually does.

This same information is being promoted by Chanson Water USA, so consumers here in the United States are also being tricked into believing that the company they are considering doing business with does not have even half the experience that they claim. Investigators believe most consumers would agree that these deceptive claims were made intentionally, which speaks volumes about the lack of integrity and honesty of both Chanson Water Co. Ltd., and Chanson Water USA.

Now that we have learned a bit about the history of Chanson Water Co. Ltd., the company that supplies Chanson Water USA with their water ionizers, let's take a look at the main person behind the company, Ronnie Ruiz. As it was mentioned earlier, ultimately it is the people that make a company, for the good or the bad. Most consumers like to deal with a company made up of qualified individuals that have years of experience in the industry. Investigators found plenty of indications that this would be the case with Mr. Ruiz. One Chanson Water USA website stated that "Ronnie is one of the world's leading authority on water ionizers". Another one said "Ronnie has personally dissected and knows more about more ionizers than anyone else in the country."

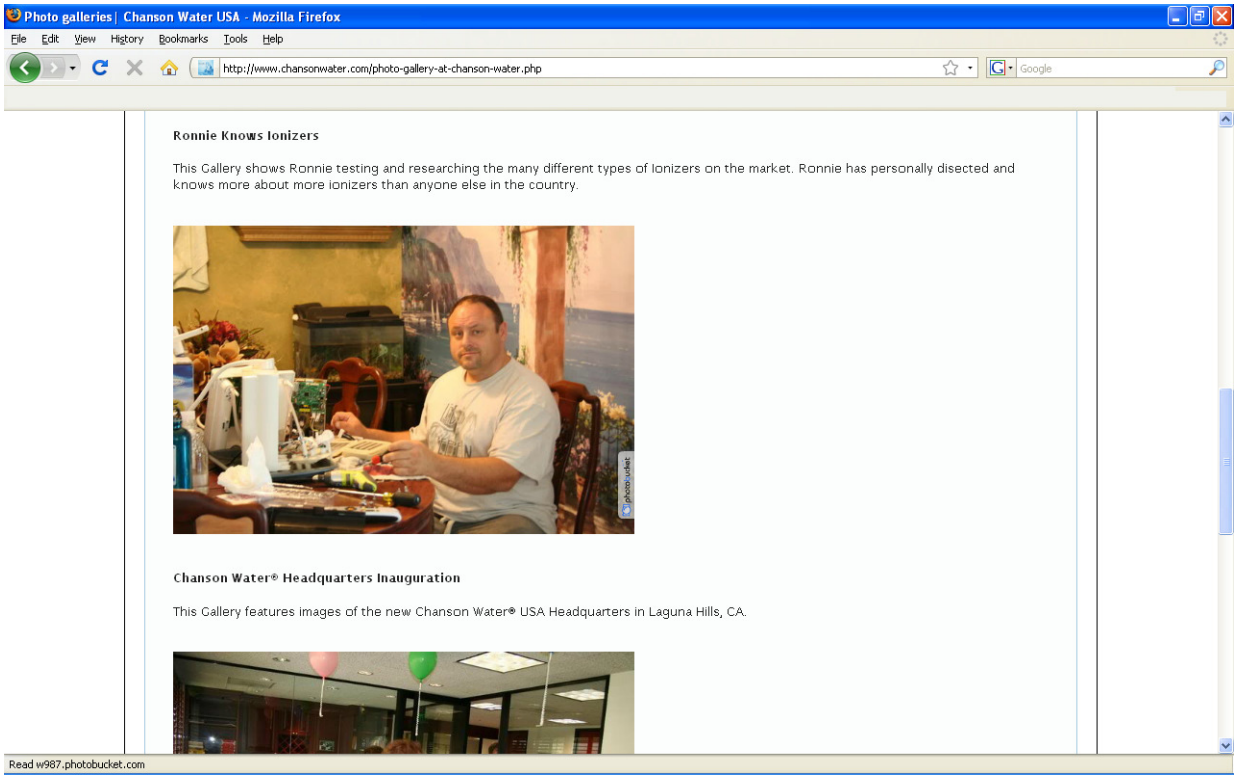
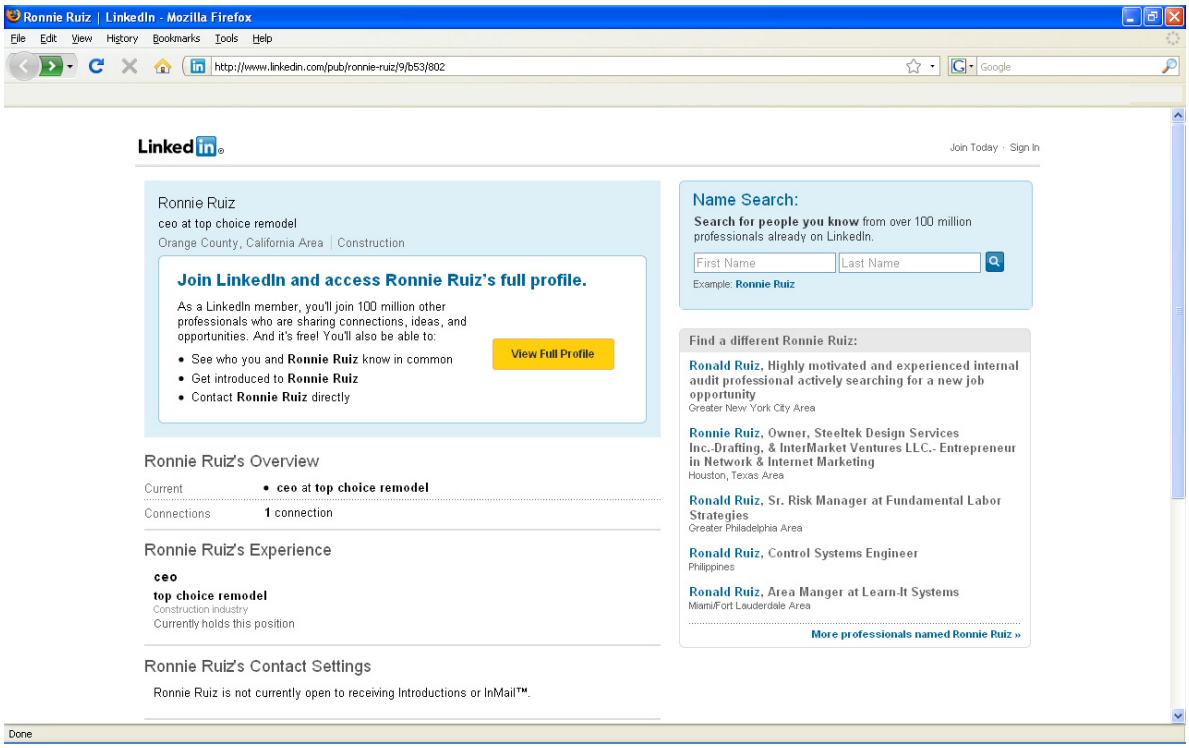


Photo galleries | Chanson Water USA - Mozilla Firefox
File Edit View History Bookmarks Tools Help
http://www.chansonwater.com/photo-gallery-at-chanson-water.php
Google
Ronnie Knows Ionizers
This Gallery shows Ronnie testing and researching the many different types of Ionizers on the market. Ronnie has personally disected and knows more about more ionizers than anyone else in the country.
Chanson Water® Headquarters Inauguration
This Gallery features images of the new Chanson Water® USA Headquarters in Laguna Hills, CA.
Read w987.photobucket.com

"World's leading authority", "knows more about more ionizers than anyone else in the country", these were very strong statements, so investigators expected to find quite a bit on the vast experience that Mr. Ruiz must have in the ionizer industry. After all, they wouldn't say it if it were not true, would they?

Well, Investigators did discover that Ronnie Ruiz does have many years of experience, only it is not in the ionizer industry. It is in the construction industry as a contractor. In fact, on his professional profile on LinkedIn Mr. Ruiz does not list one word about his being part of the ionizer industry, only that he is the CEO of Top Choice Remodeling & Repair, Inc.


Ronnie Ruiz | LinkedIn - Mozilla Firefox
http://www.linkedin.com/pub/ronnie-ruiz/9/b53/802
Join Today · Sign In
Ronnie Ruiz
ceo at top choice remodel
Orange County, California Area | Construction
Join LinkedIn and access Ronnie Ruiz's full profile.
As a LinkedIn member, you'll join 100 million other professionals who are sharing connections, ideas, and opportunities. And it's free! You'll also be able to:
• See who you and Ronnie Ruiz know in common
• Get introduced to Ronnie Ruiz
• Contact Ronnie Ruiz directly
View Full Profile
Name Search:
Search for people you know from over 100 million professionals already on LinkedIn.
First Name
Last Name
Example: Ronnie Ruiz
Find a different Ronnie Ruiz:
Ronald Ruiz, Highly motivated and experienced internal audit professional actively searching for a new job opportunity
Greater New York City Area
Ronnie Ruiz, Owner, Steeltek Design Services Inc.-Drafting, & InterMarket Ventures LLC.- Entrepreneur in Network & Internet Marketing
Houston, Texas Area
Ronald Ruiz, Sr. Risk Manager at Fundamental Labor Strategies
Greater Philadelphia Area
Ronald Ruiz, Control Systems Engineer
Philippines
Ronald Ruiz, Area Manger at Learn-It Systems
Miami/Fort Lauderdale Area
More professionals named Ronnie Ruiz »
Ronnie Ruiz's Overview
Current • ceo at top choice remodel
Connections 1 connection
Ronnie Ruiz's Experience
ceo
top choice remodel
Construction industry
Currently holds this position
Ronnie Ruiz's Contact Settings
Ronnie Ruiz is not currently open to receiving Introductions or InMail™.
Done

Investigators discovered that Mr. Ruiz is a General Contractor that specializes in remodeling of kitchens and bathrooms. They wondered how exactly this skill set would qualify him as a "World's leading authority", or someone who "knows more about more ionizers than anyone else in the country", but perhaps there was some unknown connection between kitchen and bathroom remodeling and water ionizers that they were unaware of. However, search as they might, our investigators were never able to find the connection.

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http://www.topchoice.us/
Welcome | Portfolio | Services | FAQs | Contact | About Us
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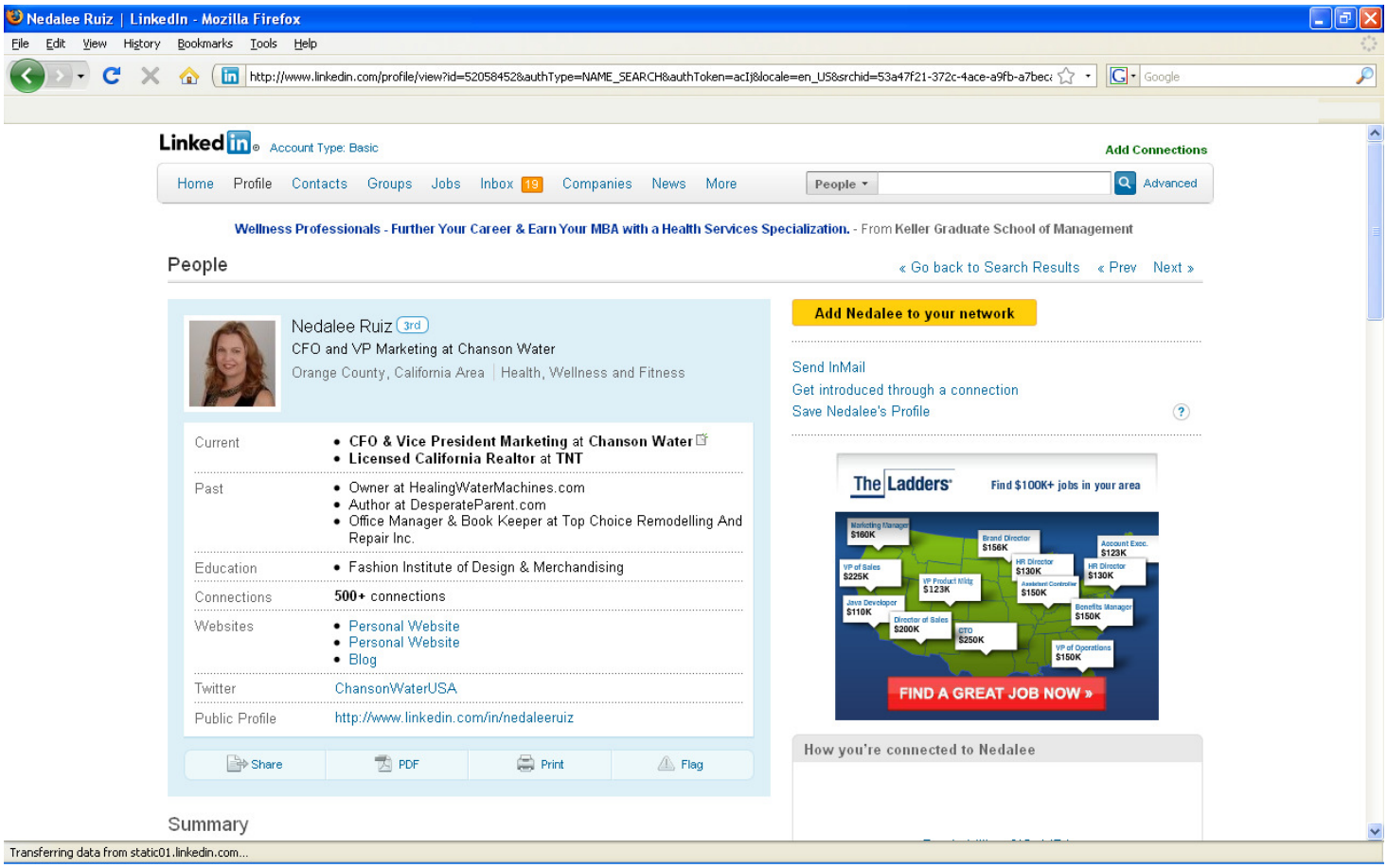
REMODELING & REPAIR, INC.
Portfolio
Services
FAQs
About Us
Contact Us
Site Map
Quick Links
MONDAY JUNE 20 2011
Testimonials
Read what our clients are saying
WOW factor. Be sure to look at our Portfolio.
General Contractor
See our FAQ page for ideas and suggestions to improve your home.
Residential Remodeling
Top Choice is a full service Remodeling and Repair Company Serving Orange County, Ca.
We are licensed, bonded and insured. We are proud that we have never had a complaint filed against our license. See our Service page for a list of some of our services. Please give us a call if you don't see the service that you need listed as we may still be able to perform it.
Satisfying our customers is a business philosophy that we practice and emphasize. We go above and beyond. Top Choice offers the best warrantee in the industry. We PROUDLY warrantee* all of our work for a full TWO YEARS! Nobody tops that.
Read www.topchoice.us

They were, however, able to find more information about Chanson Water USA using the LinkedIn website. Only this time it was not Ronnie Ruiz that came up, it was his wife, Nadalee Ruiz. Perhaps it was actually Mrs. Ruiz that had the experience with water ionizers.

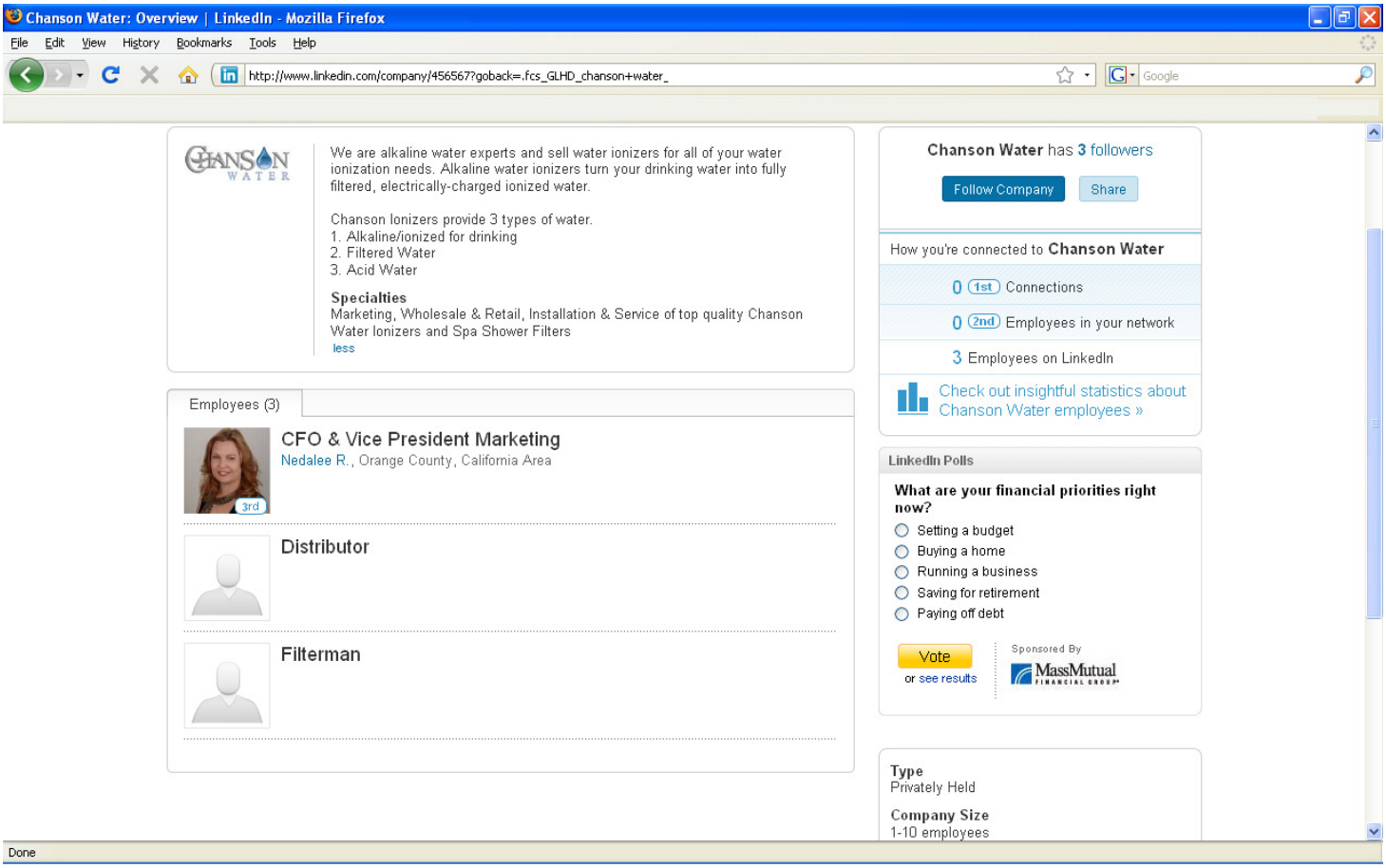

Nedalee Ruiz | LinkedIn - Mozilla Firefox
File Edit View History Bookmarks Tools Help
LinkedIn Account Type: Basic
Add Connections
Home Profile Contacts Groups Jobs Inbox 19 Companies News More
People Advanced
Wellness Professionals - Further Your Career & Earn Your MBA with a Health Services Specialization. - From Keller Graduate School of Management
People
« Go back to Search Results « Prev Next »
Nedalee Ruiz 3rd
CFO and VP Marketing at Chanson Water
Orange County, California Area | Health, Wellness and Fitness
Add Nedalee to your network
Send InMail
Get introduced through a connection
Save Nedalee's Profile
Current
CFO & Vice President Marketing at Chanson Water
Licensed California Realtor at TNT
Past
Owner at HealingWaterMachines.com
Author at DesperateParent.com
Office Manager & Book Keeper at Top Choice Remodelling And Repair Inc.
Education
Fashion Institute of Design & Merchandising
Connections
500+ connections
Websites
Personal Website
Personal Website
Blog
Twitter
ChansonWaterUSA
Public Profile
http://www.linkedin.com/in/nedaleeruiz
Share PDF Print Flag
The Ladders
Find $100K+ jobs in your area
FIND A GREAT JOB NOW »
How you're connected to Nedalee
Summary
Transferring data from static01.linkedin.com...

Based on her profile it did not appear that Mrs. Ruiz was the one with the experience in this industry either. Her current positions were listed as CFO & Vice-President Marketing at Chanson Water and as a Licensed California Realtor at TNT. Listed in her past positions was owner of healingwatermachines.com, which investigators discovered was actually still current; author at desperateparent.com; and Office Manager & Book Keeper at Top Choice Remodeling and Repair, Inc.

Except for the fact that her current position was with Chanson Water and that healingwatermachines.com was one of the websites for selling the Chanson machines, none of her other experience would account for any type of knowledge or expertise with water ionizers. She listed her education as being with the Fashion Institute of Design & Merchandising, which also has no connection or relevance with the water ionizer industry. While the LinkedIn profile of Mrs. Ruiz was unable to establish any real previous experience in the water ionizer industry, it did lead investigators to a few other things that will be addressed later in this report.

Investigators were unable to come up with anything that could support the claims of Mr. Ruiz being a "World's leading authority", or someone who "knows more about more ionizers than anyone else in the country". If the only experience Mr. and Mrs. Ruiz have in the industry is the less than 3 years they have been selling Chanson ionizers, that is fine, but to promote Mr. Ruiz as some sort of global expert in the field of ionization based on less than 3 years worth of experience, this is just an insult to the countless industry professionals that have actually dedicated their entire careers to the understanding and further development of ionization and advanced water technology. Perhaps this is just another stretch of the truth, this time to make Mr. Ruiz sound a bit more creditable in the eyes of consumers.

Our investigators did find a little more information on Chanson Water USA using the LinkedIn website. This time it was the general company profile, which gave some further insight into the actual company.


Chanson Water: Overview | LinkedIn - Mozilla Firefox
File Edit View History Bookmarks Tools Help
http://www.linkedin.com/company/456567?goback=.fcs_GLHD_chanson+water_
Google
We are alkaline water experts and sell water ionizers for all of your water ionization needs. Alkaline water ionizers turn your drinking water into fully filtered, electrically-charged ionized water.
Chanson Ionizers provide 3 types of water.
1. Alkaline/ionized for drinking
2. Filtered Water
3. Acid Water
Specialties
Marketing, Wholesale & Retail, Installation & Service of top quality Chanson Water Ionizers and Spa Shower Filters
less
Employees (3)
CFO & Vice President Marketing
Nedalee R., Orange County, California Area
3rd
Distributor
Filterman
Chanson Water has 3 followers
Follow Company
Share
How you're connected to Chanson Water
0 1st Connections
0 2nd Employees in your network
3 Employees on LinkedIn
Check out insightful statistics about Chanson Water employees »
LinkedIn Polls
What are your financial priorities right now?
Setting a budget
Buying a home
Running a business
Saving for retirement
Paying off debt
Vote
or see results
Sponsored By
MassMutual
Type
Privately Held
Company Size
1-10 employees
Done

Investigators noticed that Chanson Water USA was again promoting themselves as “Alkaline Water Experts”, even though no evidence to support such a claim had ever been discovered, but more importantly they noticed the information listed in the bottom right hand corner of the profile, which said “Company Size”. The information that had been provided by the person making the profile, which would be someone from Chanson Water USA, put that the company size was 1 – 10 employees. Most consumers understand that the number of employees in a company is a direct reflection of the size of the business operation. More employees usually mean a bigger business. The reason this is important is because the bigger a company, the more they have invested in their actual business and the harder they work to try to ensure that investment is not lost. This typically translates to an advantage for consumers in the way of better quality products, better customer support and better service.

Chanson Water USA “Products” – Overstating Quality & Performance

Now that we have taken a look at Chanson Water USA as a company and the experience of Chanson Water USA President, Ronnie Ruiz, it is time to take a look at the products that Chanson Water USA sells. This is an area where investigators did not find many discrepancies in the information presented, although they did discover several significant discrepancies that were brought to their attention my Mr. Ruiz himself, what they mainly found were exaggerations of product performance and capabilities. The main issues that were discovered were the claims of the performance of the Chanson Water USA ionizers. These issues were primarily centered on the amount of power that the Chanson machines use. Throughout the Chanson Water USA websites they constantly mention that the amount of power that an ionizer uses is not necessarily that important.

Contrary to that position, the ionizer experts that our investigators have spoken with state that the amount of power is one of the most crucial components in the ionization process. These same experts went on to explain that there were three main factors in an ionizer that will contribute to the quality of the properties of ionized water. These are the amount of power being sent to the electrodes (also known as plates), the size and type of electrodes and the length of time the water is in contact with the electrodes. They also mentioned that the quality and mineral content of the source water plays an important role in the quality of the ionized water, but that the three factors listed before were the ones could be impacted by the machine.

Of the three, the power is the most important factor, as with insufficient power, the other two factors do not really matter as much. Investigators found that all of the Chanson Water USA ionizers had a maximum power output of only 150W. This is about the normal power output for ionizers that are priced at the levels that the Chanson Water USA ionizers are priced. Unfortunately, Chanson Water USA does not seem to be satisfied with being categorized in the same grouping as other equally priced ionizers, so they compare their machines to more expensive and powerful ionizers. This is a technique employed by many lower quality products in an attempt to elevate their product to the level of the superior product. It has been used in advertising for decades.

Our investigators were also told that when it comes to an ionizer company downplaying any aspect of the fundamental of ionization, it is usually because their product simply cannot compete in that area, so they act as if that particular aspect is less significant. The experts agree that every aspect of the ionizer is significant and that a well built, powerful ionizer will produce strong, quality ionized water for many, many years.

Chanson - Mozilla Firefox
File Edit View History Bookmarks Tools Help
http://www.cs-water.com/eden.htm
Enjoy the healthiest water right at home !
Products
Water Ionizer
Chanson Water Ionizer
Water Ionizer Filter
Water Filter
NF Water System
Shower Filter
Shower Filter
Calcium Sulfite
Ozone Sterilizer
Ozone Sterilizer
Water Ionizer ODM
Alkaline Water Ionizer
SF Series
Filter Types
Video
HOME > Products > Water Ionizer > Chanson Water Ionizer > Eden Water Ionizer
EDEN Counter Top Water Ionizer
ZOOM 1 2
Specification Overview
Item Counter Top Water Ionizer
Model EDEN
Weight 10.23 lbs
Machine Size 225(L) x 120(W) x 330(H) (mm)
Plate 3 nano technology platinum coating titanium plates
Temperature 5-40°C
Water Pressure 8~90 PSI
Input 230V/50Hz, 110V/60Hz
Power 5W - 150W
Filter PJ-6000 Remove lead with anti-bacteria fiber activated carbon filter. Japan Imported
Industry Design
The compact size and elegant design is suitable for kitchen counter top. Audio voice speaks from the machine actively. Allows you to
Done

Above is the product specification page from the Chanson Water Co. Ltd., for the Chanson Eden water ionizer. As you can see the power consumption is listed as 5W – 150W. This model has 3 electrodes (plates).

The next page shows the specifications for the Chanson Violet water ionizer. As you will see the power consumption listed is 5W – 150W, exactly the same as the Eden. What you will notice however is that the Violet has 5 electrodes (plates) instead of only 3. Investigators found this a bit odd as most other ionizers they

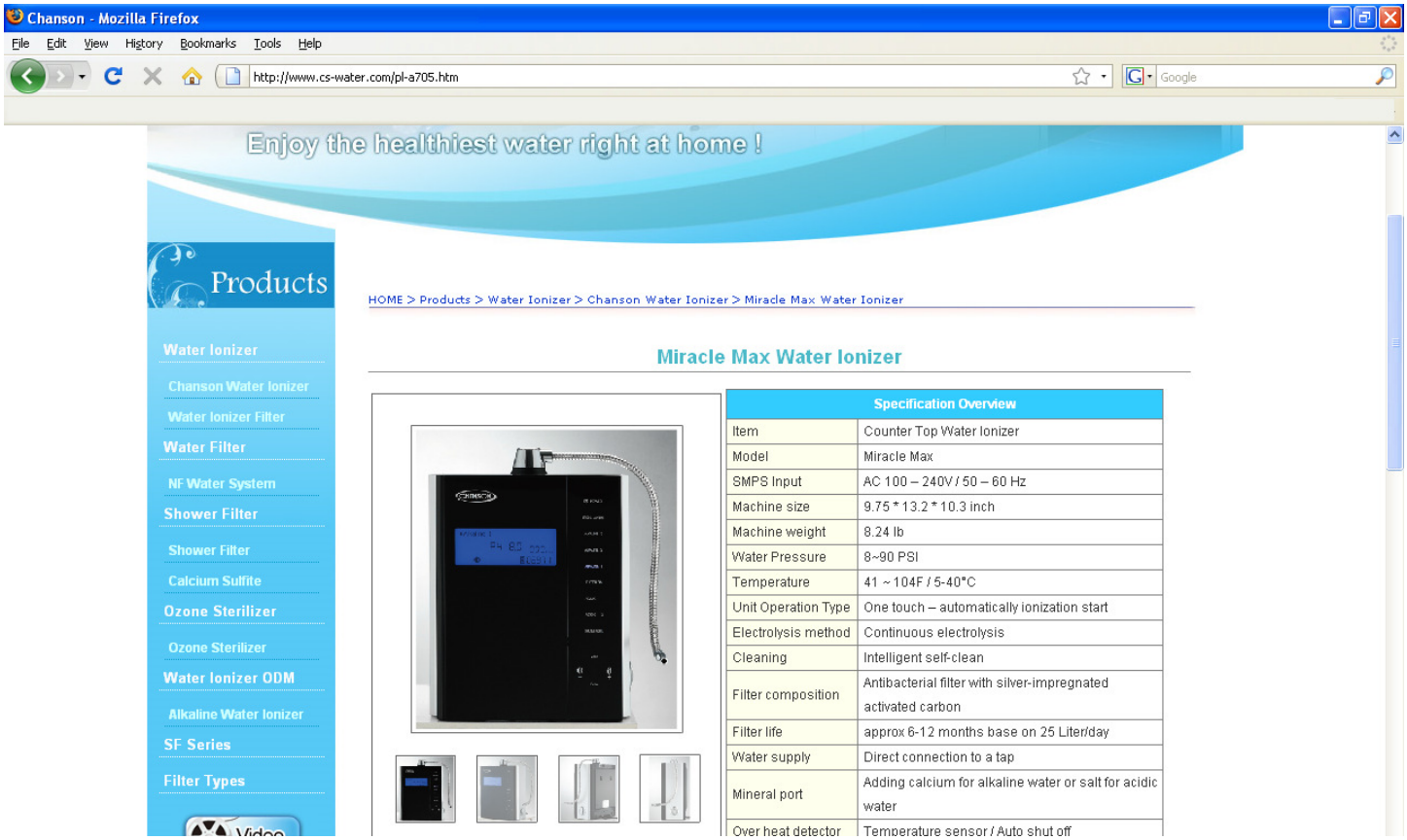
had researched always had more power when there were more plates. These two things seemed to go hand in hand with almost every other quality ionizer.

Chanson - Mozilla Firefox
File Edit View History Bookmarks Tools Help
http://www.cs-water.com/violet.htm
Enjoy the healthiest water right at home !
Products
Water Ionizer
Chanson Water Ionizer
Water Ionizer Filter
Water Filter
NF Water System
Shower Filter
Shower Filter
Calcium Sulfite
Ozone Sterilizer
Ozone Sterilizer
Water Ionizer ODM
Alkaline Water Ionizer
SF Series
Filter Types
Video
HOME > Products > Water Ionizer > Chanson Water Ionizer > VIOLET Water Ionizer
VIOLET Counter Top Water Ionizer
ZOOM 1 2 3
Specification Overview
Item Counter Top Water Ionizer
Model VIOLET
Weight 10.27 lbs
Machine Size 225(L) x 120(W) x 330(H) (mm)
Plate 5 nano technology platinum coating titanium plates
Temperature 5-40°C
Water Pressure 8~90 PSI
Input 230V/50Hz, 110V/60Hz
Power 5W - 150W
Filter PJ-6000 Remove lead with anti-bacteria fiber activated carbon filter. Japan Imported
Industry Design
The compact size and elegant design is suitable for kitchen counter top. Audio voice speaks from the machine actively. Allows you to
Done

Above is the product specification page for the Chanson Violet water ionizer and below is for the Chanson Miracle water ionizer. As you can see the power consumption for both are listed as 5W – 150W.

Chanson - Mozilla Firefox
File Edit View History Bookmarks Tools Help
http://www.cs-water.com/miracle.htm
Enjoy the healthiest water right at home !
Products
Water Ionizer
Chanson Water Ionizer
Water Ionizer Filter
Water Filter
NF Water System
Shower Filter
Shower Filter
Calcium Sulfite
Ozone Sterilizer
Ozone Sterilizer
Water Ionizer ODM
Alkaline Water Ionizer
SF Series
Filter Types
Video
HOME > Products > Water Ionizer > Chanson Water Ionizer > MIRACLE Water Ionizer
MIRACLE Counter Top Water Ionizer
ZOOM 1 2 3
Specification Overview
Item Counter Top Water Ionizer
Model MIRACLE
Machine Size 225(L) x 120(W) x 330(H)(mm)
Weight 10.45 lbs
Plate 7 nano technology platinum coating titanium plates
Temperature 5-40°C
Water Pressure 8~90 PSI
Input 230V/50Hz, 110V/60Hz
Power 5W - 150W
Filter PJ-6000 Remove lead with anti-bacteria fiber activated carbon filter. Japan Imported
Industry Design
The compact size and elegant design is suitable for kitchen counter top. Audio voice speaks from the machine actively. Allows you to micro
Done

The latest Chanson model is the Miracle Max water ionizer. Below are the product specifications. For some reason the power consumption of this model is not included in this listing, however investigators were able to find that the Miracle Max also shares the same 5W – 150W power consumption. They also found that this model has 7 electrodes (plates), but that they are slightly larger than the other models. Once again investigators were a bit puzzled by their findings as not only was there no increase in power output, but the latest model, which was supposed to have 7 larger plates actually weighs almost 2 pounds less than the Eden model that only has 3 plates.


Chanson - Mozilla Firefox
File Edit View History Bookmarks Tools Help
http://www.cs-water.com/pl-a705.htm
Enjoy the healthiest water right at home !
Products
Water Ionizer
Chanson Water Ionizer
Water Ionizer Filter
Water Filter
NF Water System
Shower Filter
Shower Filter
Calcium Sulfite
Ozone Sterilizer
Ozone Sterilizer
Water Ionizer ODM
Alkaline Water Ionizer
SF Series
Filter Types
HOME > Products > Water Ionizer > Chanson Water Ionizer > Miracle Max Water Ionizer
Miracle Max Water Ionizer
Specification Overview
Item Counter Top Water Ionizer
Model Miracle Max
SMPS Input AC 100 – 240V / 50 – 60 Hz
Machine size 9.75 * 13.2 * 10.3 inch
Machine weight 8.24 lb
Water Pressure 8~90 PSI
Temperature 41 ~ 104F / 5-40°C
Unit Operation Type One touch – automatically ionization start
Electrolysis method Continuous electrolysis
Cleaning Intelligent self-clean
Filter composition Antibacterial filter with silver-impregnated activated carbon
Filter life approx 6-12 months base on 25 Liter/day
Water supply Direct connection to a tap
Mineral port Adding calcium for alkaline water or salt for acidic water
Over heat detector Temperature sensor / Auto shut off

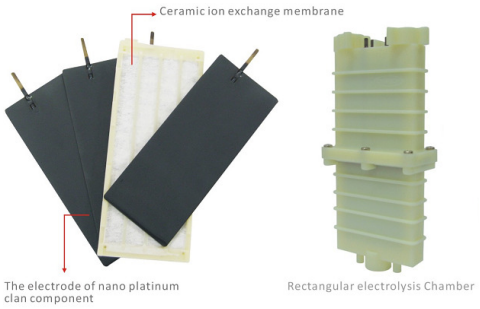
Most ionizer companies have different models, with the power consumption and number or size of the plates being the main difference between the different models. Usually there is also a noticeable weight difference, as the machines with the greater power and more plates end up weighing more. Somehow, the Miracle Max is completely the opposite of this.

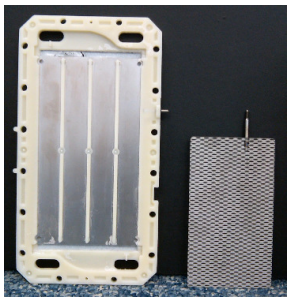
To really understand these subtle differences we will use an analogy that most American consumers understand, but that most ionizer companies hate, which is how the differences in car engines relate to the differences in an ionizer "engine", which is the electrolysis chamber. The reason most other ionizer companies hate this analogy is because it clearly shows consumers that their products are not what they represent them to be.

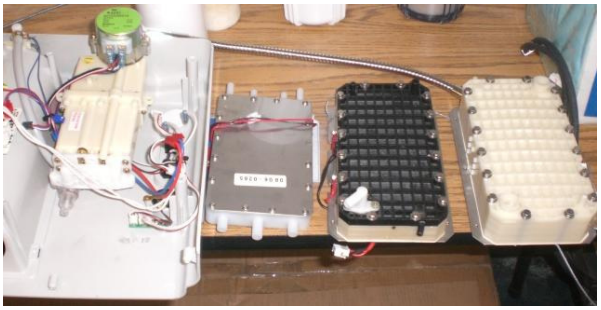
A car manufacturer can have a single model that has different engine options: a 4 cylinder, a 6 cylinder or an 8 cylinder engine. While the basic model may remain generally the same, the performance of each different engine is VERY different as a result of the size difference. Most of the time there are also differences in additional options, like a better stereo, leather seats, etc. There is usually also a major difference in price.

Ionizers are generally like cars in this way. There are basic models and then there are models that have more to offer. The fact that all of the Chanson models use the exact same power consumption would be like dressing up the most basic 4 cylinder car model with other options, without offering the one thing that drivers sometime want and need, which is more power. This seems to be a major design flaw in the Chanson ionizers.

The picture below on the left is an image of the Chanson plates and electrolysis chamber. For comparison purposes we have included a picture of plates of an Enagic machine in the middle (next to a "plate" from the Jupiter Athena model) and a picture of the electrolysis chamber, the engine of the machine, from three different models on the right. The open machine on the left in the last picture is the top of the line Jupiter Athena model. The electrolysis chamber of this machine is roughly the same size as the Chanson machines. Even to an untrained eye it is easy to spot the obvious differences in construction and quality.

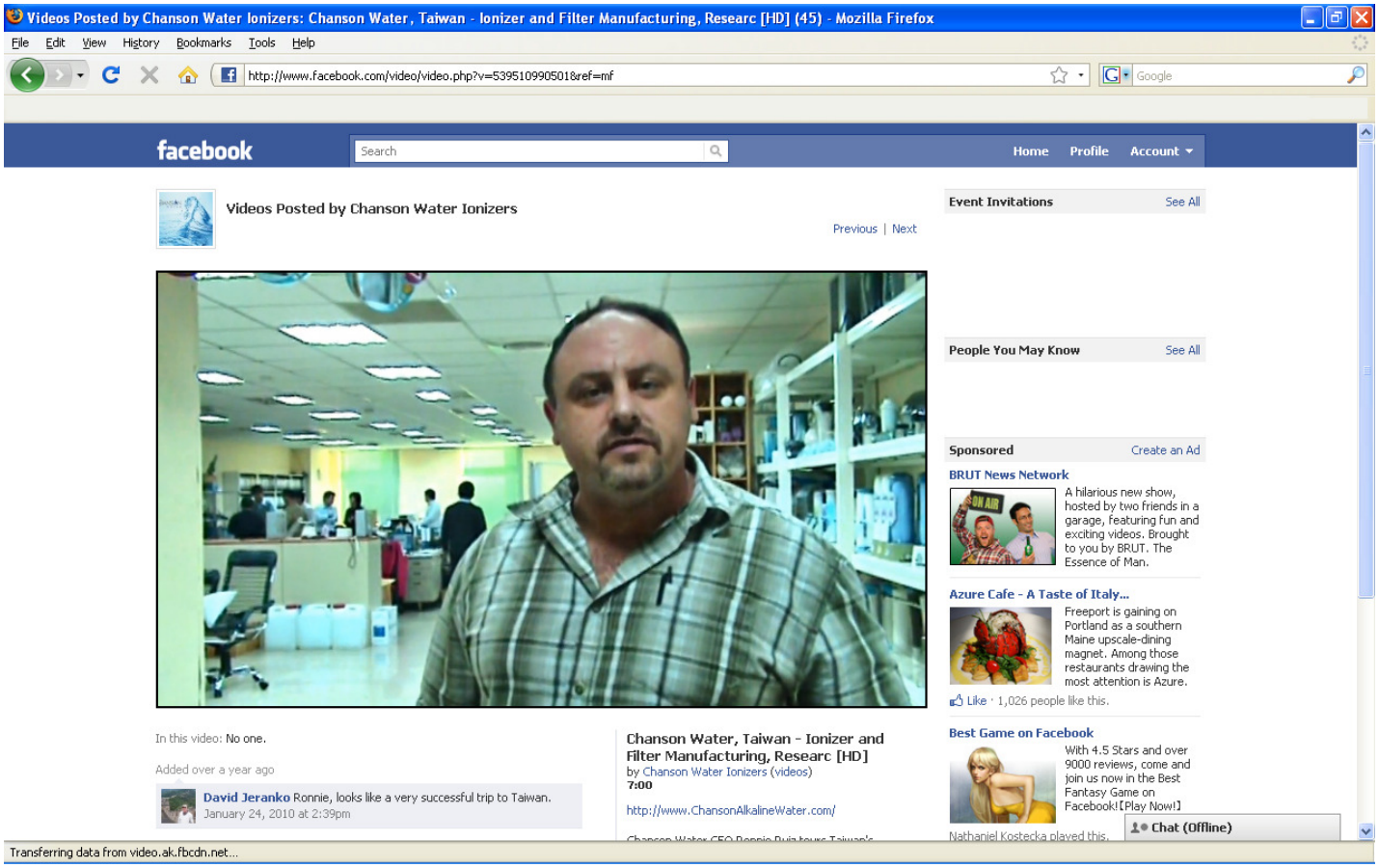






The Chanson "Factory" Tour…And What It Uncovered

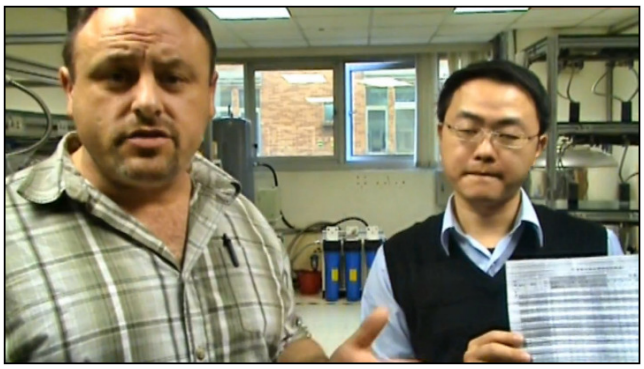
There are a few homemade videos, simply meaning they were not shot professionally, available on Facebook, the social network website, that show Mr. Ruiz giving a "tour" of the Chanson factory in Taiwan. During the video Mr. Ruiz covers a few things that completely contradict information that has been made about the Chanson products by the manufacturer. Either Mr. Ruiz is not being honest or he does not know that what he is saying is incorrect. In either event, neither should be acceptable to consumers. One on the grounds of morality and integrity, the other on the grounds of the level of knowledge that the president of a company should know about the products his company represents.


Videos Posted by Chanson Water Ionizers: Chanson Water, Taiwan - Ionizer and Filter Manufacturing, Researc [HD] (45) - Mozilla Firefox
File Edit View History Bookmarks Tools Help
http://www.facebook.com/video/video.php?v=539510990501&ref=mf
facebook
Search
Home Profile Account
Videos Posted by Chanson Water Ionizers
Previous | Next
Event Invitations See All
People You May Know See All
Sponsored Create an Ad
BRUT News Network
A hilarious new show, hosted by two friends in a garage, featuring fun and exciting videos. Brought to you by BRUT. The Essence of Man.
Azure Cafe - A Taste of Italy...
Freeport is gaining on Portland as a southern Maine upscale-dining magnet. Among those restaurants drawing the most attention is Azure.
Like · 1,026 people like this.
Best Game on Facebook
With 4.5 Stars and over 9000 reviews, come and join us now in the Best Fantasy Game on Facebook![Play Now!]
In this video: No one.
Added over a year ago
David Jeranko Ronnie, looks like a very successful trip to Taiwan.
January 24, 2010 at 2:39pm
Chanson Water, Taiwan - Ionizer and Filter Manufacturing, Researc [HD]
by Chanson Water Ionizers (videos)
7:00
http://www.ChansonAlkalineWater.com/
Chat (Offline)
Transferring data from video.ak.fbcdn.net...

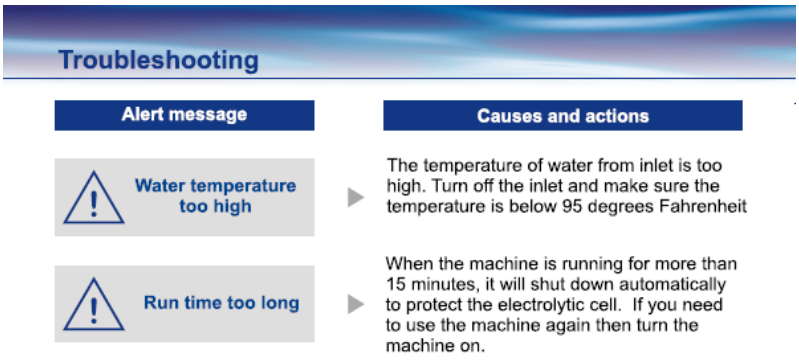
In the first portion of the video Mr. Ruiz introduces himself and explains that he is standing near the Chanson Research & Development Department. There was a picture taken of this same area and posted in the picture gallery on a Chanson Water USA website. The picture is below.

Investigators deduced, based on the video and the above picture, that the Chanson R & D Department is comprised of approximately 4 desks and about as many staff members. They were particularly impressed by how organized the department appeared and by the super cool guitar hanging on the wall in the back.

In the next portion of the video Mr. Ruiz introduces Mr. Sing, factory manager of Chanson Taiwan. The two then take viewers to a few sets of shelves that have rows of water ionizers on them.

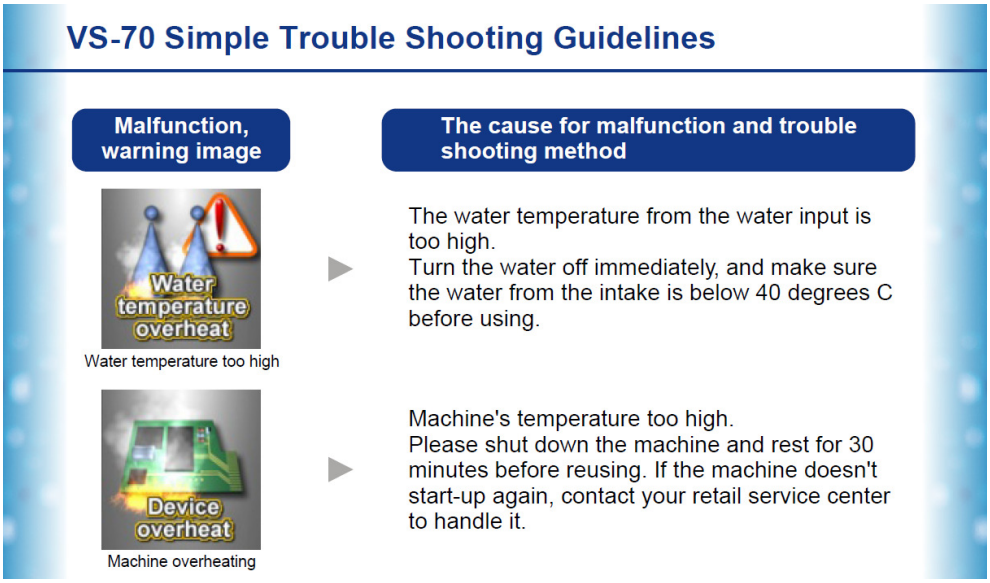


Mr. Ruiz goes on to explain that all the Chanson machines are tested before being shipped out and that the ionizers in the video were being tested right then. As he continued to talk he mentioned that the machines are run for "hours and hours". Our investigative team almost missed this, but luckily one of our team members remembered something they had seen in the Chanson User Manual.


Troubleshooting
Alert message
Causes and actions
Water temperature too high
The temperature of water from inlet is too high. Turn off the inlet and make sure the temperature is below 95 degrees Fahrenheit
Run time too long
When the machine is running for more than 15 minutes, it will shut down automatically to protect the electrolytic cell. If you need to use the machine again then turn the machine on.

According to the Chanson User Manual "When the machine is running for more than 15 minutes, it will shut down automatically to protect the electrolytic cell". If these machines automatically shut down after running for 15 minutes, how could they be run for "hours and hours"? Obviously, they can't!

Since we are already talking about something from the User Guide, we are going to mention one more thing. The auto shut down after 15 minutes raised a few red flags for our investigators, so they looked into this a bit deeper. Apparently this "feature" was put on the machines to keep them from overheating. Our first question was, why they wouldn't simply build a machine that did not overheat so easily, but we could not find an answer for that one. This overheating issue led us to another section of a Chanson User Guide.

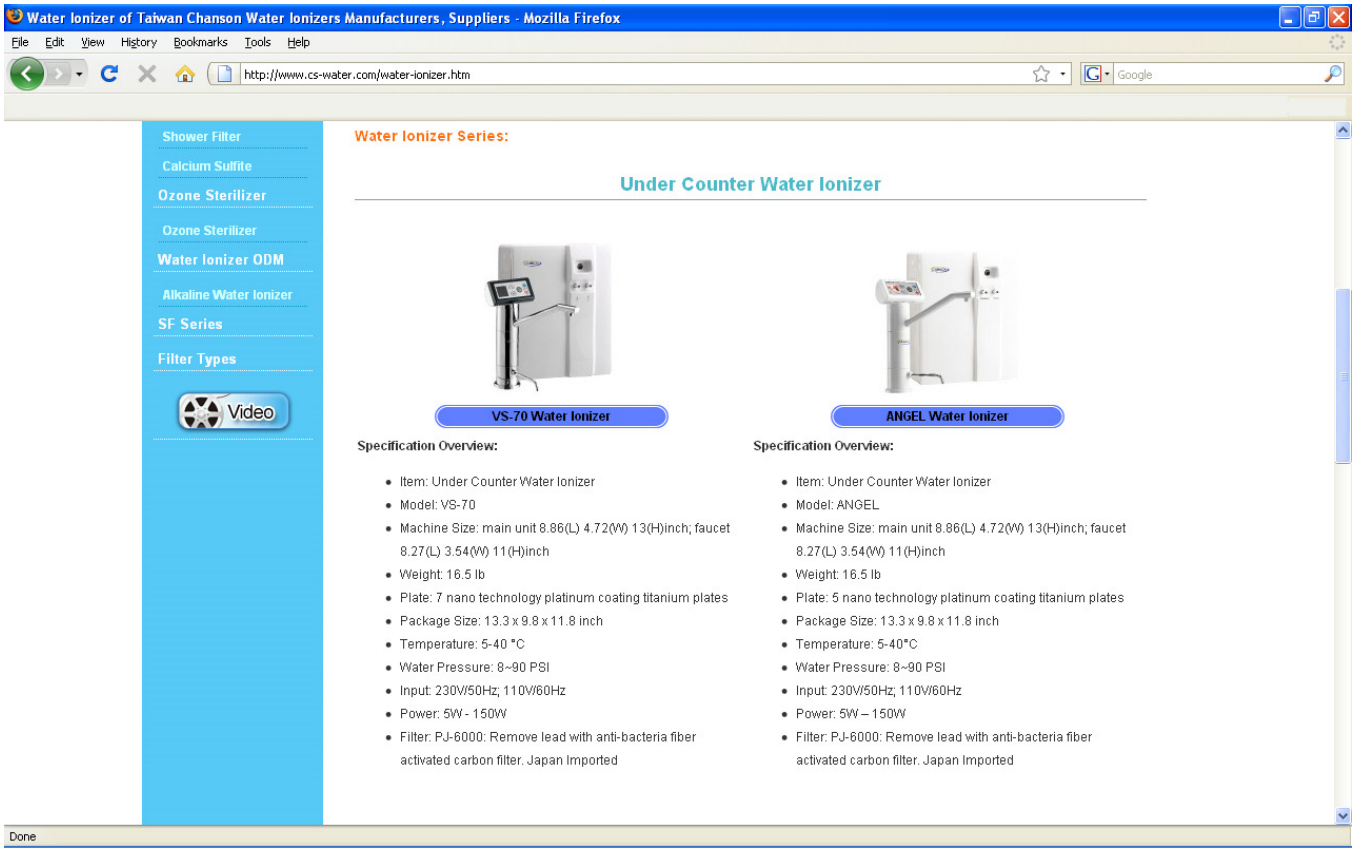

VS-70 Simple Trouble Shooting Guidelines
Malfunction, warning image
The cause for malfunction and trouble shooting method
Water temperature overheat
Water temperature too high
The water temperature from the water input is too high.
Turn the water off immediately, and make sure the water from the intake is below 40 degrees C before using.
Device overheat
Machine overheating
Machine's temperature too high.
Please shut down the machine and rest for 30 minutes before reusing. If the machine doesn't start-up again, contact your retail service center to handle it.

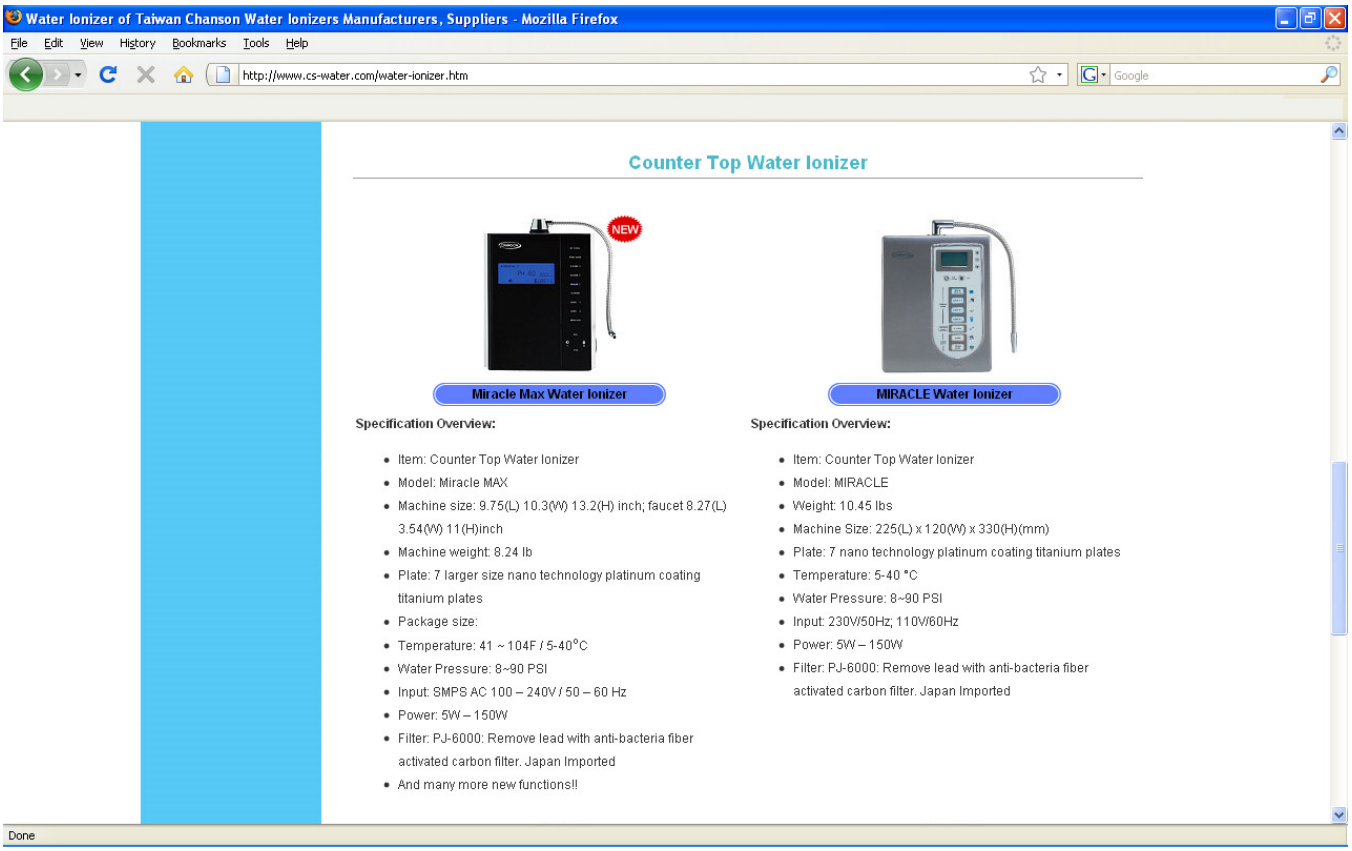
Based on the fact that the machines turn themselves off automatically after 15 minutes of use, then this warning must be for overheating issues that occur in less than 15 minutes. Being addressed numerous times like this usually indicates that this is a pretty serious issue and that it happens often. We just thought this was worth mentioning since Chanson thought it was serious enough to be included in the User Guide.

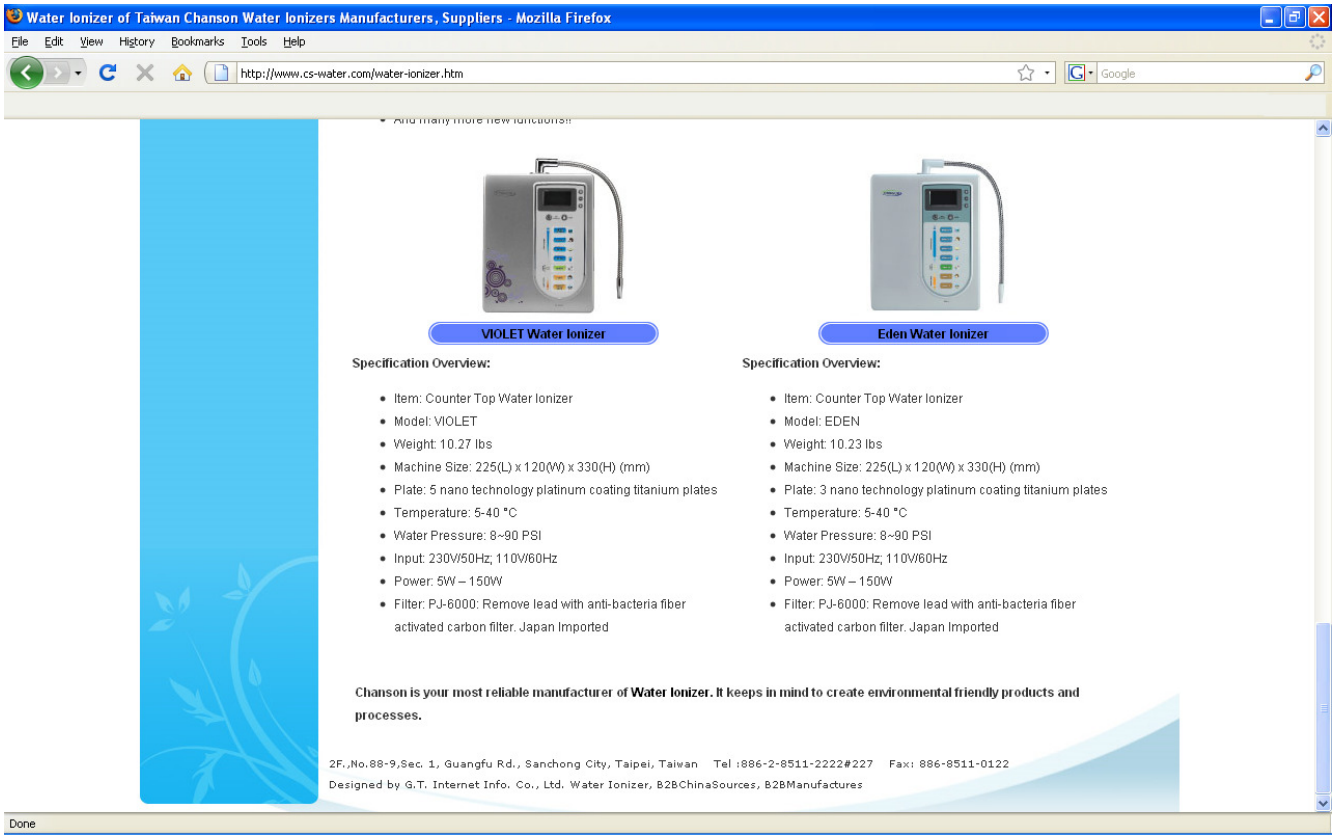
The last slip up of Mr. Ruiz during the "tour" is actually a pretty big one, not that the other ones were not big as well. This time Mr. Ruiz has taken viewers to a corner of the "factory" where they assemble filters. The following is what Mr. Ruiz says during this portion of the video: "Here at Chanson they make all of their own filtration…they manufacture the assembly…of course they are all put together here…there are no outside agencies used and that's really important…because they can control every step in the process they can check the raw materials, they can make sure safe plastic is used…it's one of the things I've been most impressed with…"

Videos Posted by Chanson Water Ionizers: Chanson Water, Taiwan - Ionizer and Filter Manufacturing, Researc [HD] (41) - Mozilla Firefox
facebook
Videos Posted by Chanson Water Ionizers
Recommended Pages
Sponsored
Chanson Water, Taiwan - Ionizer and Filter Manufacturing, Researc [HD]

Mr. Ruiz stated that “Here at Chanson they make all of their own filtration…”, unfortunately for Mr. Ruiz once again one of our investigators remembered information that appeared on the Chanson Water Co. Ltd., website.


Water Ionizer of Taiwan Chanson Water Ionizers Manufacturers, Suppliers - Mozilla Firefox
File Edit View History Bookmarks Tools Help
http://www.cs-water.com/water-ionizer.htm
Shower Filter
Calcium Sulfite
Ozone Sterilizer
Ozone Sterilizer
Water Ionizer ODM
Alkaline Water Ionizer
SF Series
Filter Types
Video
Water Ionizer Series:
Under Counter Water Ionizer
VS-70 Water Ionizer
ANGEL Water Ionizer
Specification Overview:
Item: Under Counter Water Ionizer
Model: VS-70
Machine Size: main unit 8.86(L) 4.72(W) 13(H)inch; faucet 8.27(L) 3.54(W) 11(H)inch
Weight: 16.5 lb
Plate: 7 nano technology platinum coating titanium plates
Package Size: 13.3 x 9.8 x 11.8 inch
Temperature: 5-40 °C
Water Pressure: 8~90 PSI
Input: 230V/50Hz; 110V/60Hz
Power: 5W - 150W
Filter: PJ-6000: Remove lead with anti-bacteria fiber activated carbon filter. Japan Imported
Specification Overview:
Item: Under Counter Water Ionizer
Model: ANGEL
Machine Size: main unit 8.86(L) 4.72(W) 13(H)inch; faucet 8.27(L) 3.54(W) 11(H)inch
Weight: 16.5 lb
Plate: 5 nano technology platinum coating titanium plates
Package Size: 13.3 x 9.8 x 11.8 inch
Temperature: 5-40°C
Water Pressure: 8~90 PSI
Input: 230V/50Hz; 110V/60Hz
Power: 5W – 150W
Filter: PJ-6000: Remove lead with anti-bacteria fiber activated carbon filter. Japan Imported
Done


Water Ionizer of Taiwan Chanson Water Ionizers Manufacturers, Suppliers - Mozilla Firefox
File Edit View History Bookmarks Tools Help
http://www.cs-water.com/water-ionizer.htm
Counter Top Water Ionizer
NEW
Miracle Max Water Ionizer
MIRACLE Water Ionizer
Specification Overview:
Item: Counter Top Water Ionizer
Model: Miracle MAX
Machine size: 9.75(L) 10.3(W) 13.2(H) inch; faucet 8.27(L) 3.54(W) 11(H)inch
Machine weight: 8.24 lb
Plate: 7 larger size nano technology platinum coating titanium plates
Package size:
Temperature: 41 ~ 104F / 5-40°C
Water Pressure: 8~90 PSI
Input: SMPS AC 100 – 240V / 50 – 60 Hz
Power: 5W – 150W
Filter: PJ-6000: Remove lead with anti-bacteria fiber activated carbon filter. Japan Imported
And many more new functions!!
Specification Overview:
Item: Counter Top Water Ionizer
Model: MIRACLE
Weight: 10.45 lbs
Machine Size: 225(L) x 120(W) x 330(H)(mm)
Plate: 7 nano technology platinum coating titanium plates
Temperature: 5-40 °C
Water Pressure: 8~90 PSI
Input: 230V/50Hz; 110V/60Hz
Power: 5W – 150W
Filter: PJ-6000: Remove lead with anti-bacteria fiber activated carbon filter. Japan Imported
Done


Water Ionizer of Taiwan Chanson Water Ionizers Manufacturers, Suppliers - Mozilla Firefox
File Edit View History Bookmarks Tools Help
http://www.cs-water.com/water-ionizer.htm
VIOLET Water Ionizer
Eden Water Ionizer
Specification Overview:
Item: Counter Top Water Ionizer
Model: VIOLET
Weight: 10.27 lbs
Machine Size: 225(L) x 120(W) x 330(H) (mm)
Plate: 5 nano technology platinum coating titanium plates
Temperature: 5-40 °C
Water Pressure: 8~90 PSI
Input: 230V/50Hz, 110V/60Hz
Power: 5W – 150W
Filter: PJ-6000: Remove lead with anti-bacteria fiber activated carbon filter. Japan Imported
Specification Overview:
Item: Counter Top Water Ionizer
Model: EDEN
Weight: 10.23 lbs
Machine Size: 225(L) x 120(W) x 330(H) (mm)
Plate: 3 nano technology platinum coating titanium plates
Temperature: 5-40 °C
Water Pressure: 8~90 PSI
Input: 230V/50Hz, 110V/60Hz
Power: 5W – 150W
Filter: PJ-6000: Remove lead with anti-bacteria fiber activated carbon filter. Japan Imported
Chanson is your most reliable manufacturer of Water Ionizer. It keeps in mind to create environmental friendly products and processes.
2F.,No.88-9,Sec. 1, Guangfu Rd., Sanchong City, Taipei, Taiwan Tel :886-2-8511-2222#227 Fax: 886-8511-0122
Designed by G.T. Internet Info. Co., Ltd. Water Ionizer, B2BChinaSources, B2BManufactures
Done

These three screen shots are of all of the water ionizers listed on the Chanson website. The last item listed on every one of the product descriptions is “Filter”. According to Chanson Water Co. Ltd., the filters that are used in every one of their ionizers is “Japan Imported”.

These two little words seem to change the impact and accuracy of Mr. Ruiz’s statements. Not only are these filters NOT made by Chanson, but the fact that they are imported from another company and country, it means that Chanson does not have control of the raw materials or the safety of the plastics, like Mr. Ruiz was explaining. The question becomes why would Chanson make certain filters, but not the filters used in their own water ionizers?

Another area of concern with the Chanson machines was found in the product warranty information. Consumers want to purchase products they can depend on, which is why a good warranty is an important piece of the purchase. However, sometimes you have to review the warranty information a little deeper and really read the fine print; you may just find some things that you did not expected to find.

There were a few things in the Chanson Water USA warranty that our investigators thought may raise red flags with consumers. The first was what Chanson Water USA considered “Commercial Use”. Below is the section from their warranty information:

Limited Lifetime Warranty does not cover damages caused by: commercial type usage. Chanson residential Ionizers are built to last however they are designed for residential use. Chanson ionizers have a 20-minute safety shut off to prevent floods from unattended use and damage to the unit. For the purpose of this Warranty, Chanson USA will consider commercial usage as; letting the machine run for more than 20 minutes at a time or for more than 4 hours a day total.

The first red flag was the limited time frame of use that constituted commercial usage. The next was the fact that this warranty stipulation was based on how a consumer decided to use a product they had purchased. Imagine if your car warranty could be voided because you drove further than the manufacturer thought you

should. That is what a car is bought for, to be driven. We would think that the same would apply here. An ionizer is purchased to be used. How can that use then be turned around as a possible way for the warranty to be voided?

The next part of the warranty that raised red flags is actually promoted as a benefit. This was one of those times that our investigators had to read between the lines to truly understand what was going on.

We are very proud to offer a lifetime maximum repair cost guarantee of $150.00 and lifetime free parts! This means that you will never be charged more than $150.00 to repair your machine after the first five (5) years of this warranty has expired. Customer is responsible for shipping charges to and from Chanson Water® USA.

At first glance this may seem like a great deal for consumers. A guaranteed maximum repair cost should the machine break down after the warranty period…that sounds great! To truly understand the significance of this, you would need to step out of your consumer shoes and step into your business shoes. The reality is that businesses conduct business to make money, they are not in the business of being overly generous, and when they are they end up out of business.

A policy such as this should make you think for a minute. Based on the maximum repair cost of $150.00, it is reasonable to think that there is NOTHING on the machine that could cost more than $150.00 to replace. If that is the case, if the most expensive component of the machine is no more than $150.00, then why does the machine cost $2000?

Think about how you would react if this same offer was made with a vehicle purchase, but the maximum cost was $500.00. Don't you think your common sense nerve endings start tingling? Wouldn't your "If it sounds too good to be true…it probably is" radar be working over time? Wouldn't you think that there was something seriously wrong with an offer like that? Well, our investigators thought so too!

Why Chanson Water USA Should Reconsider Comparing To Enagic

On practically every Chanson Water USA website there is some sort of product comparison, listing several different ionizers and then the opinions of which ones are the best. Not too surprisingly, the Chanson ionizers always seem to end up being the favored machine. What is a little surprising is that there is also a specific section comparing the Chanson ionizers to the ionizers manufactured by Enagic.

For those that are familiar with the ionizer industry, it is no surprise that Chanson would try to do a side-by-side comparison with the Enagic products. Enagic is the leading ionizer manufacturer in the world and their products have set the standard for quality and performance. The fact that Chanson has dedicated an entire section of their website to address aspects of Enagic products speaks volumes to the fact that the Enagic products are the best, or why would Chanson Water USA feel compelled to have to say anything about a rival ionizer company?

This is an advertising technique created decades ago. Find the best in an industry and then say that your product is just as good. Consumers in America see this every day. Once again we will use a car analogy since most American consumers are familiar with the automotive industry. Perhaps you saw a recent Honda commercial that had a Honda Accord sitting in front of a wall and then arrows start to hit the wall above the car.

The wall nearly fills before the announcer says, "Once again the competition is comparing themselves to the Accord…nice to see them aiming so high". The funny thing about this 30 second commercial is that the only thing you hear for the first 20 seconds is music and the arrows hitting the wall. The visual, followed by the short statement, was enough to make the point with consumers.

Honda Accord Arrow Commercial

Consumers know that when a company compares their product to another like product, it is the other product that is superior. How do they know this? Because you never hear the superior product comparing themselves to anyone else. And why is that? Because if you are the best, you don't have any other product to compare to and you don't need to try to elevate your own product to the level of another…you are the best!

Enagic has become the "go to" company when it comes to comparisons in the ionizer industry. However, for almost every ionizer company this has pretty much backfired, as once they initiate a comparison it becomes too late. This seems to be the case for Chanson. Even by Mr. Ruiz's own review, the Enagic SD501 was rated as the highest quality built ionizer in the industry. As consumers know, the highest quality tends to be connected to the best product. And Mr. Ruiz was not talking about the most expensive ionizer; he was talking about the highest quality ionizer.

On the Chanson Water USA websites there is a comparison chart featuring different ionizers and how Mr. Ruiz rates them. He created a number scale from 1 – 10 to represent which ionizers he thought were the best. The chart includes various different criteria like the ease of installation, looks of the machine, the taste of the water, but the very first criteria, probably because it is the most important aspect, was the "Build Quality".

Comparison Chart

	Chanson VS-70	Chanson Miracle MAX	Chanson Miracle	Chanson Violet	Melody/ Isis	Aquarius and Orion	Athena	Delphi	Enagic Leveluk SD 501	Life Ionizer 7500	Gold Fox EP-1000	Tyent 7070
Build Quality	8	8	8	8	8	8	8	8.5	9.2	7	7	7

As you can see, the build quality of the Enagic ionizer was rated the highest of any of the ionizers, by Mr. Ruiz himself. Knowing what industry Mr. Ruiz comes from, the construction industry, this rating had even greater significance for our investigators. Being that Mr. Ruiz has made a living building things, it seemed logical that he would have a great appreciation for a product that was well built and that he would recognize that quality, perhaps even more so than your typical consumer.

In his scale he rated a 7 = Good; 8 = Great; 9 = Outstanding; 10 = Ultimate. With a rating of 9.2, the Enagic ionizer, in Mr. Ruiz's opinion, was Outstanding and then some! He is clearly stating that the Enagic SD501 is the best built ionizer on the market. It's funny how the truth always has a way of slipping through, if you know how to find it.

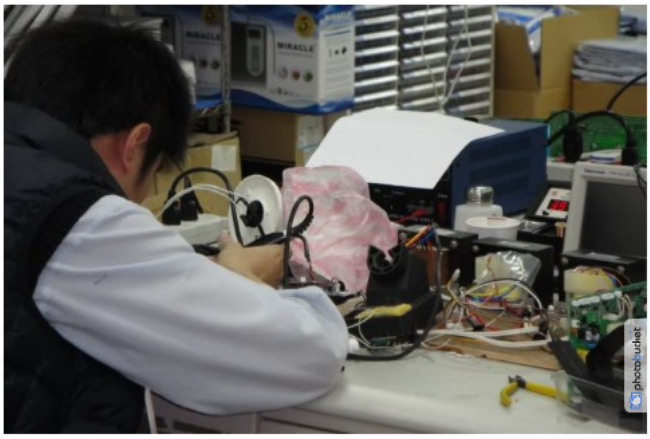
Since Mr. Ruiz has felt compelled to compare Enagic products on his website, we decided to do a little comparison of our own, into some things that most consumers never get to see. Well, you are about to understand exactly what the real differences are between these two companies.

To the left is the entrance to the small office building that houses the “factory” of Chanson Water Co. Ltd. To the right is the Enagic factory in Japan.

To the left is the welding station at the Chanson Water Co. Ltd., factory. To the right is a welding station at the Enagic factory.

To the left are technicians working in the Chanson Water Co. Ltd., factory. To the right are technicians working in the Enagic factory.

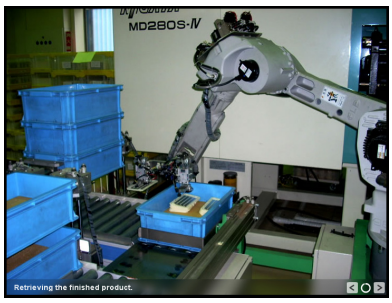
To the left filter production at the Chanson Water Co. Ltd., factory. To the right filter production at the Enagic factory.

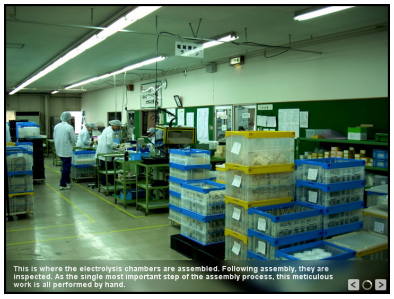


At this stage, additional inspections are performed on items such as the LCD display, the electrical circuits, the pH value, chlorine removal and the flow ratio of the water.

To the left another image from the Chanson Water Co. Ltd., factory and to the right is another image from the Enagic factory. Perhaps these images can serve as a slightly better indicator as to why the Enagic products cost more. It is obvious that there are major differences in production standards. No wonder Mr. Ruiz gave the Enagic products such a high quality rating.

While images of the Chanson Water Co. Ltd., factory were limited, there were many more of the Enagic factory.




This is where the electrolysis chambers are assembled. Following assembly, they are inspected. As the single most important step of the assembly process, this meticulous work is all performed by hand.

品質第一
This is where the internal mechanisms of the machine are assembled, all performed by expert technicians. Following assembly, all aspects are inspected.

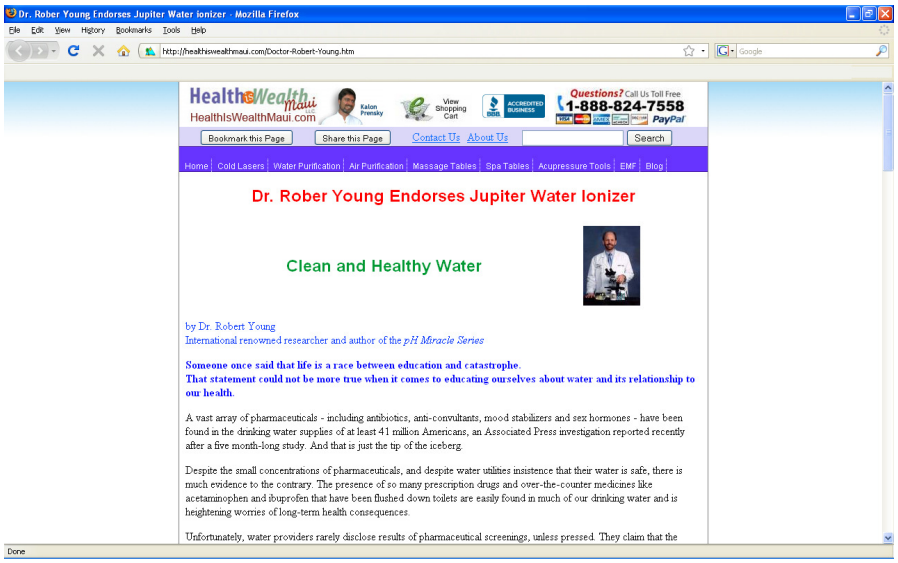
Reception Inspection - Resin Molded Parts, Metallic Processed Parts, Various Electrical Plates are visually inspected here to ensure they meet size guidelines and fit together appropriately.

The "Dr" Robert Young Connection…The Ionizer Industry Hired Gun

Dr. Robert Young is a very outspoken proponent for the benefits of drinking alkaline water and adhering to an alkaline rich diet and he has been able to make quite a name for himself in the alkaline water industry. He authored several books including the pH Miracle, which went on to become a best seller.

This notoriety in the industry has served Dr. Young very well and he continues to leverage it at every possible opportunity. His website is filled with advice and lots of products for sale.

One set of products that have changed numerous times over the past few years are the water ionizers that he recommends. It appears that Dr. Young is using his presence in the ionizer industry as some what of a hired gun. About 3 ½ or 4 years ago Dr. Young was a firm supporter and marketer of Jupiter brand water ionizers. He could not say enough great stuff about these products.


Dr. Rober Young Endorses Jupiter Water Ionizer - Mozilla Firefox
HealthIsWealthMaui.com
1-888-824-7558
Dr. Rober Young Endorses Jupiter Water Ionizer
Clean and Healthy Water
by Dr. Robert Young
International renowned researcher and author of the pH Miracle Series
Someone once said that life is a race between education and catastrophe.
That statement could not be more true when it comes to educating ourselves about water and its relationship to our health.
A vast array of pharmaceuticals - including antibiotics, anti-convultants, mood stabilizers and sex hormones - have been found in the drinking water supplies of at least 41 million Americans, an Associated Press investigation reported recently after a five month-long study. And that is just the tip of the iceberg.
Despite the small concentrations of pharmaceuticals, and despite water utilities insistence that their water is safe, there is much evidence to the contrary. The presence of so many prescription drugs and over-the-counter medicines like acetaminophen and ibuprofen that have been flushed down toilets are easily found in much of our drinking water and is heightening worries of long-term health consequences.
Unfortunately, water providers rarely disclose results of pharmaceutical screenings, unless pressed. They claim that the
Done

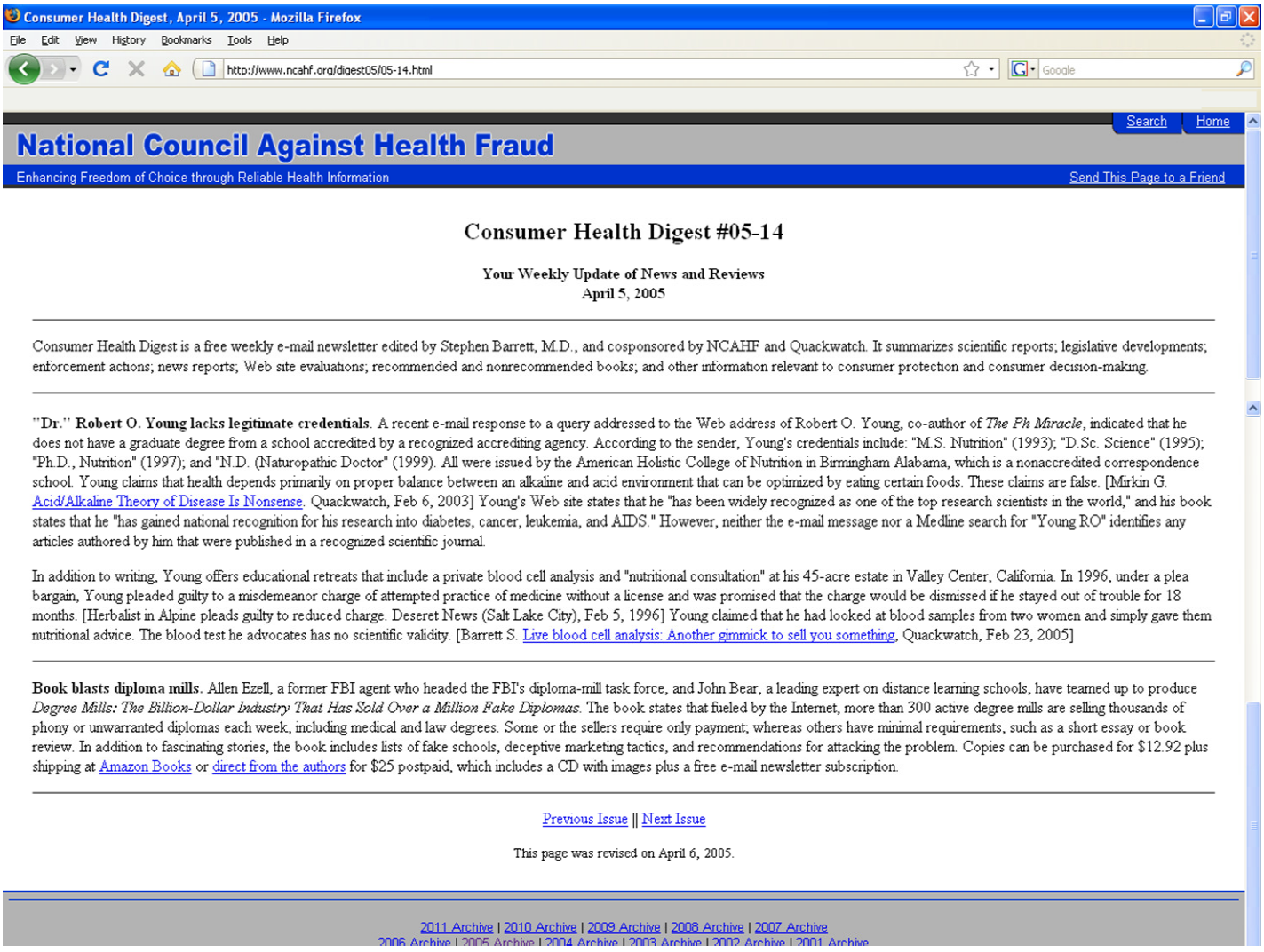
Then about a year later an up and coming ionizer company, called Life Ionizer, contacted Dr. Young and worked out a deal for him to lend his endorsement to their products. It should be mentioned that the Life Ionizer products were manufactured by a Korean company called Emco Tech / Royal Water, which is the same company that manufactured the Jupiter brand ionizers. So it was not that the water ionizer was any better, their internal components were virtually identical, it was that Life Ionizers had made Dr. Young a better deal, so off he went to endorse the Life brand ionizers. In fact, he not only gave written endorsements, he appeared in several videos telling potential buyers that Life Ionizers were the best ones to buy.

Dr. Robert Young Speaks About Alkaline Water & LIFE Ionizers - Video - Mozilla Firefox
metacafe
Dr. Robert Young Speaks About Alkaline Water & LIFE Ionizers
Dr. Robert O. Young
Researcher and New York Times Best Selling Author
MetaVote 2011
FIND DEALS ON THE GO WITH BING FOR MOBILE.
bing
CLICK TO SEE HOW
More From: LIFE Ionizers
Related Videos

Well, it appears that the good doctor has gotten an even better deal from Chanson Water USA, as he has now flipped his endorsement, again, over to the Chanson machines. He has once again put on his white lab coat and sat down for the cameras to give another one of his endorsement talks, which he has probably gotten quite good at, since he has done it so many times.

Since the endorsement of Dr, Young seemed important, the investigating turned to him for a little while. Our investigators knew of Dr. Young, but they did not really know any specific information about him, so the search began and what was uncovered was very surprising. Based on the previous section it is obvious that they learned about Dr. Young's previous endorsement escapades, but they also learned some other things that consumers definitely need to know.

The first is that the credentials of Dr. Robert Young have been called into question on numerous occasions and it appears that his "degrees" may not be worth the paper they are printed on. It appears that Dr. Young received the majority of his education from an unaccredited correspondence school that is now out of business. He received several degrees from Clayton College of Natural Health, a now defunct unaccredited distance learning school. These include an MS in nutrition (1993), a D.Sc. with emphasis in chemistry and biology (1995), a PhD (1997) and an ND (Doctor of Naturopathy, 1999). Below is an article centered on the question of Dr. Young's credentials.



Consumer Health Digest, April 5, 2005 - Mozilla Firefox

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http://www.ncahf.org/digest05/05-14.html

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National Council Against Health Fraud

Enhancing Freedom of Choice through Reliable Health Information

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Consumer Health Digest #05-14

Your Weekly Update of News and Reviews
April 5, 2005

Consumer Health Digest is a free weekly e-mail newsletter edited by Stephen Barrett, M.D., and cosponsored by NCAHF and Quackwatch. It summarizes scientific reports; legislative developments; enforcement actions; news reports; Web site evaluations; recommended and nonrecommended books; and other information relevant to consumer protection and consumer decision-making.

"Dr." **Robert O. Young lacks legitimate credentials**. A recent e-mail response to a query addressed to the Web address of Robert O. Young, co-author of *The Ph Miracle*, indicated that he does not have a graduate degree from a school accredited by a recognized accrediting agency. According to the sender, Young's credentials include: "M.S. Nutrition" (1993); "D.Sc. Science" (1995); "Ph.D., Nutrition" (1997); and "N.D. (Naturopathic Doctor" (1999). All were issued by the American Holistic College of Nutrition in Birmingham Alabama, which is a nonaccredited correspondence school. Young claims that health depends primarily on proper balance between an alkaline and acid environment that can be optimized by eating certain foods. These claims are false. [Mirkin G. Acid/Alkaline Theory of Disease Is Nonsense. Quackwatch, Feb 6, 2003] Young's Web site states that he "has been widely recognized as one of the top research scientists in the world," and his book states that he "has gained national recognition for his research into diabetes, cancer, leukemia, and AIDS." However, neither the e-mail message nor a Medline search for "Young RO" identifies any articles authored by him that were published in a recognized scientific journal.

In addition to writing, Young offers educational retreats that include a private blood cell analysis and "nutritional consultation" at his 45-acre estate in Valley Center, California. In 1996, under a plea bargain, Young pleaded guilty to a misdemeanor charge of attempted practice of medicine without a license and was promised that the charge would be dismissed if he stayed out of trouble for 18 months. [Herbalist in Alpine pleads guilty to reduced charge. Deseret News (Salt Lake City), Feb 5, 1996] Young claimed that he had looked at blood samples from two women and simply gave them nutritional advice. The blood test he advocates has no scientific validity. [Barrett S. Live blood cell analysis: Another gimmick to sell you something, Quackwatch, Feb 23, 2005]

Book blasts diploma mills. Allen Ezell, a former FBI agent who headed the FBI's diploma-mill task force, and John Bear, a leading expert on distance learning schools, have teamed up to produce *Degree Mills: The Billion-Dollar Industry That Has Sold Over a Million Fake Diplomas*. The book states that fueled by the Internet, more than 300 active degree mills are selling thousands of phony or unwarranted diplomas each week, including medical and law degrees. Some or the sellers require only payment; whereas others have minimal requirements, such as a short essay or book review. In addition to fascinating stories, the book includes lists of fake schools, deceptive marketing tactics, and recommendations for attacking the problem. Copies can be purchased for $12.92 plus shipping at Amazon Books or direct from the authors for $25 postpaid, which includes a CD with images plus a free e-mail newsletter subscription.

Previous Issue || Next Issue

This page was revised on April 6, 2005.

2011 Archive | 2010 Archive | 2009 Archive | 2008 Archive | 2007 Archive
2006 Archive | 2005 Archive | 2004 Archive | 2003 Archive | 2002 Archive | 2001 Archive

There were a few additional major items that were uncovered, namely criminal charges that had been brought against Dr. Young. In 1995, Young allegedly drew blood from two women, told them they were ill, and then sold them herbal products to treat these illnesses.

He was charged with two third-degree felony counts of practicing medicine without a license, but pled guilty to a reduced misdemeanor charge. Young argued that he had never claimed to be a medical doctor; that the women had entrapped him by asking to be part of his research, and that he "looked at the women's blood and simply gave them some nutritional advice."

In 2001, Young was again charged with a felony in Utah, after a woman suffering from cancer alleged that he told her to stop chemotherapy and use one of his products to treat her cancer instead. Subsequently, when an undercover agent visited Young, he allegedly analyzed her blood and prescribed a liquid diet. The case was taken to preliminary trial, but charges were dropped after the prosecutor stated that he could not find enough people who felt cheated by Young.

HERBALIST IN ALPINE PLEADS GUILTY TO REDUCED CHARGE | Deseret News - Mozilla Firefox

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http://www.deseretnews.com/article/print/469857/HERBALIST-IN-ALPINE-PLEADS-GUILTY-TO-REDUCED-CHARGE.html

Google

Deseret News

HERBALIST IN ALPINE PLEADS GUILTY TO REDUCED CHARGE

Published: Monday, Feb. 5, 1996 12:00 a.m. MST

An Alpine researcher and herbal marketer has pleaded guilty in 4th Circuit Court to a reduced charge of attempted practicing of medicine without a license.

Robert O. Young, 43, pleaded guilty to the class A misdemeanor Thursday in a plea bargain with Utah County prosecutors. He was originally charged with two third-degree felonies. In exchange for the guilty plea on one reduced charge, prosecutors dismissed the other charge.Under the agreement, the misdemeanor charge will be dismissed if Young has no other violations in the next 18 months.

Young, owner of InnerLight Inc., a vitamin and herb multilevel marketing company, allegedly took blood samples from two women, used the samples to diagnose illnesses and then prescribed as treatment a product that he sells. Utah Division of Occupational and Professional Licensing officials say Young is not a licensed physician but does have a doctorate degree from an Alabama-based school.

Young said he's never claimed to be a medical doctor and the two women knew he wasn't a doctor. He said the women entrapped him by asking to be part of his research on pleomorphism, a science that claims organisms have the ability to change shape.

He said his research proves degenerative illnesses are caused by micro-organisms and that disease comes from within and not from outside the body. Young said he looked at the women's blood and simply gave them some nutritional advice.

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Done

From the information that was uncovered on Dr. Young investigators have concluded that his endorsement may not actually be such a great thing and that Chanson Water USA should perhaps do a bit more homework before they connect someone to their products.

The Numerous Chanson Water USA Websites…And The Reason Why

During this investigation our team found that there were a lot of different websites owned by Mr. and Mrs. Ruiz to promote Chanson Water USA. This was somewhat confusing to investigators because the amount of different websites really did not make sense. They were owned by the same people and basically promoting the same thing. It was not until they looked deeper into the different websites that they discovered a very good reason for the number of websites.

Let’s start by looking at all the different Chanson Water USA websites. These are not Chanson corporate sites, these are all Chanson Water USA related sites.

Alkaline Ionized Water | Ionizers, counter top ionizer . Find top water ionizer at Chanson Water USA - Mozilla Firefox
File Edit View History Bookmarks Tools Help
http://www.chansonwater.com/
Google
NAVIGATION
About Alkaline Water
Compare Ionizers
Auto Adjust Features
Filter Recommendations
Frequently Asked Questions
News and Media
Financing Application
Kangen/Enegic™
INFORMATION
About Chanson Water® USA
Contact Us
Certifications
Return Policy
Warranty Information
Warranty Registration
CHANSON WATER
the Possibility of a Miracle ™
Home Learn Products Dealers Free Stuff Contact Us
Call us toll free at 888-624-2169
Tell a friend | Español
Official Site Of Chanson USA Exclusive
Importer & International Representative (View Map)
SHOP
Follow us on the way to explore our alkaline water products and find their benefits.
Let's shop!
LEARN
90% of Americans are not healthy according to AMA.
Learn more now!
TESTIMONIALS
See how others improved their life by drinking alkaline water!
Done

Top Water Ionizer | Chanson Miracle M.A.X Water Ionizer. Special for $1995 - Mozilla Firefox
File Edit View History Bookmarks Tools Help
http://www.chansonalkalinewater.com/
Google
To speak with a water expert call us at 888-624-2169 or 949-215-3205
Contact Us | Español | View Shopping Cart
Chanson Water Ionizers USA
the Possibility of a Miracle ™
"The Chanson ionizer creates the highest and lowest pH and ORP. Wow! Better than anything I have ever measured."
Dr. Robert O. Young - Author of The pH Miracle
HOME PRODUCTS ARTICLES VIDEOS TESTIMONIALS WHY CHANSON DEALERS
Lifetime Warranty
CHANSON WATER
Leave a message OFFLINE
We are a ISO 9001 Certified Manufacturer
Google™ Custom Search
Search
Navigation
Chanson Miracle M.A.X Water Ionizer - The best counter top ionizer in USA
Maximum - Alkaline/Acid - eXcellence - Peak Performance
Chanson offered the industry pinnacle of ionization until Ronnie demanded the MAXIMUM.
The Miracle M.A.X ionizer is a true advancement in ionizer technology. This is the first ionizer co-developed by Chanson and Ronnie Ruiz. Ronnie is one of the world's leading authority on water ionizers. He has tested almost every unit on the world market, and knows the flaws and strong points of all of them. Who better to collaborate with to make the ultimate water ionizer, than someone who has seen it ALL and knows what works and what doesn't.
The Miracle M.A.X. ionizer has a Limited Lifetime Warranty
Chanson Miracle M.A.X.
Price $2,195.00
Done

Ionized Alkaline Water | Alkaline Water Machine | Buy Affordable Water Filters, Ionizers, Purifiers, and Water Softeners from Healing Water Machines - Mozilla Firefox
http://www.healingwatermachines.com/
Health Insurance from YOUR Tap!
HOME
PRODUCTS
REVIEWS
ARTICLES
VIDEOS
TESTIMONIALS
FAQs
AFFILIATES
SEARCH SITE
Search:
Highest Quality Water Ionizers, Filters, and Purifiers
Dear valued customer
Chanson Brand Ionized Alkaline Water
Ionized Alkaline Water Machines - The Impact on your Health is Simply Amazing
FOR A LIMITED TIME
SAVE UP TO 50%
On selected Water Ionizers, Water Filters & Water Softeners
Sales End Soon
Visit our Specials page for details
FREE HEALTH REPORT
IOLET
CHANSON EDEN
WATER DOVE WHOLE HOUSE
CHANSON VS
Transferring data from data.oddcast.com...

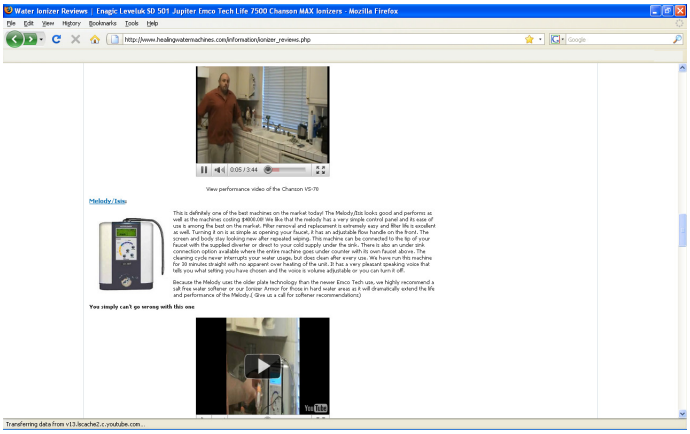
It was this last site, the healingwatermachines.com that started making this web of websites make more sense. The first two sites are the Chanson Water USA "Official Websites", with pretty much everything you would expect on a standard company website. It was this other website that contained not so standard information that captured the attention of our investigators.

They started on the home page, pictured above, where they found the following message from Mr. Ruiz: "After years of selling multiple brands of ionizers and reviewing more ionized alkaline water machines than anyone in the industry, we have decided to sell one brand of water ionizer only. We have had excellent feedback and results with the Chanson Brand Ionized Alkaline Water machine. We will continue to offer the full line of Chanson ionizers, custom filters and innovative health products for our loyal customers."

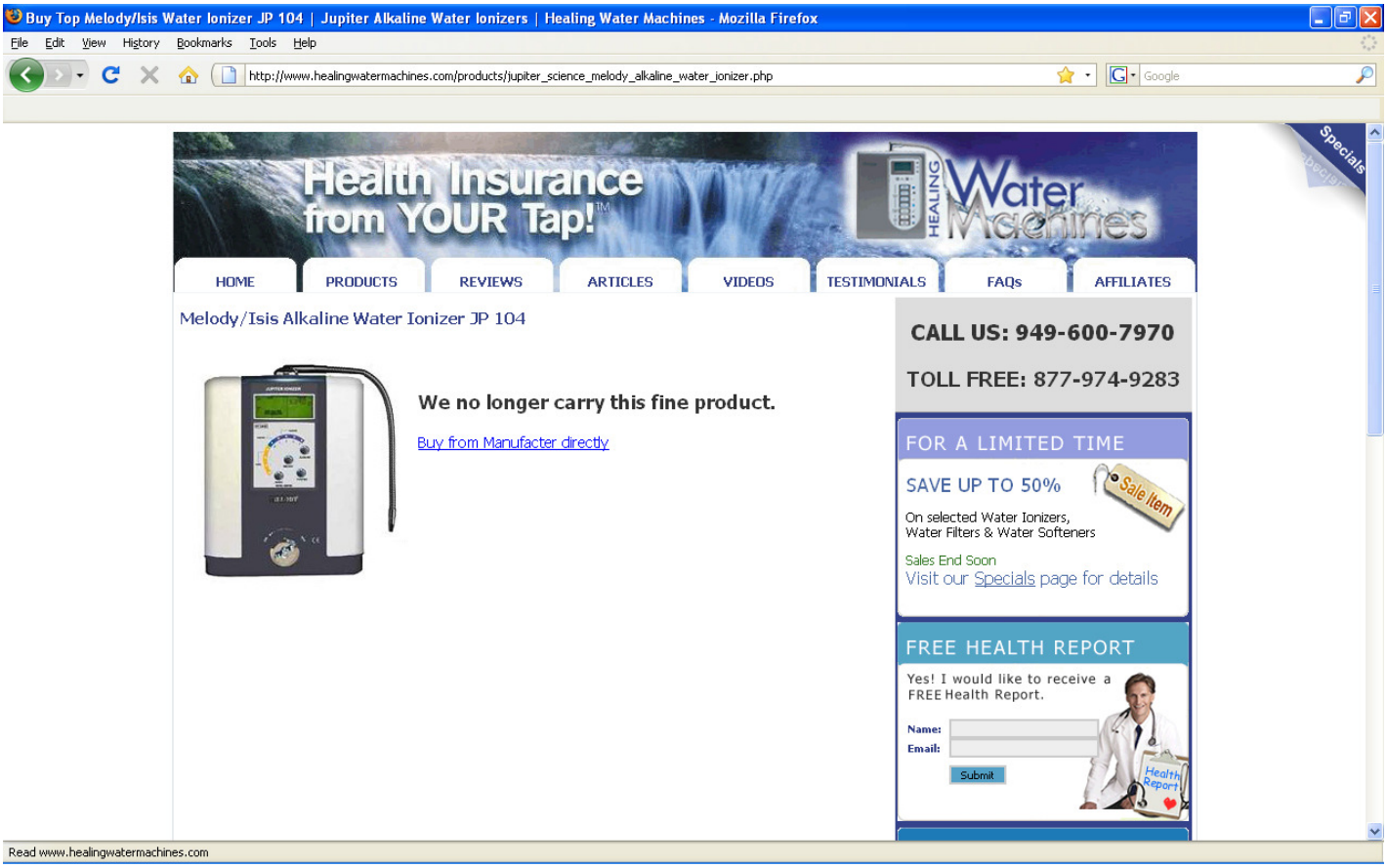
After reading this they clicked on the link for "Reviews", which directed to a page called "Ionizer Reviews, Ronnie's Raves".

Water Ionizer Reviews | Enagic Leveluk SD 501 Jupiter Emco Tech Life 7500 Chanson MAX Ionizers - Mozilla Firefox
http://www.healingwatermachines.com/information/ionizer_reviews.php
Health Insurance from YOUR Tap!
HOME
PRODUCTS
REVIEWS
ARTICLES
VIDEOS
TESTIMONIALS
FAQs
AFFILIATES
Ionizer Reviews
Ronnie's Raves
CALL US: 949-600-7970
TOLL FREE: 877-974-9283
FOR A LIMITED TIME
SAVE UP TO 50%
On selected Water Ionizers, Water Filters & Water Softeners
Sales End Soon
Visit our Specials page for details
FREE HEALTH REPORT
Yes! I would like to receive a FREE Health Report.
Name:
Email:
Submit
These are a few of the Water Ionizers that Ronnie has tested
Once you have come to learn that you need an ionizer then you need to pick one to purchase.
For some, this can seem very challenging and even frustrating. Ionized water is relatively unknown here in the USA and finding the real experts and authorities on it are like finding needles in a haystack. Well, you just found your needle!
What to know about our industry: There are currently many sharks in our waters, these are companies that could care less about your health and are only interested in a quick sale. What makes matters worse is all the false review sites and videos claiming to be unbiased sources for ionizer testing. Many of these sites claim to sell all brands but do not, they will always clearly steer you to a specific model.
The advertising by some of these companies is very well done and really can convince the average consumer that this company has a good reputable brand.
We do all the research so you don't have to, our first concern is with the manufacturer, its important to us to work with real manufacturers only
Transferring data from i1.ytimg.com...

This is a very large page that you would need to scroll down a number of times to get to the bottom. As you scroll down there is information about how Mr. Ruiz conducts his reviews, there is his comparison chart and then there are individual reviews of different ionizer models. Some of the images of the different ionizers are clickable links. The majority of them direct to a page like the one below on the left:



But a few of the links directed to other pages. The link to the Melody / Isis was the one that really caught the attention of investigators. It directed to the page below:



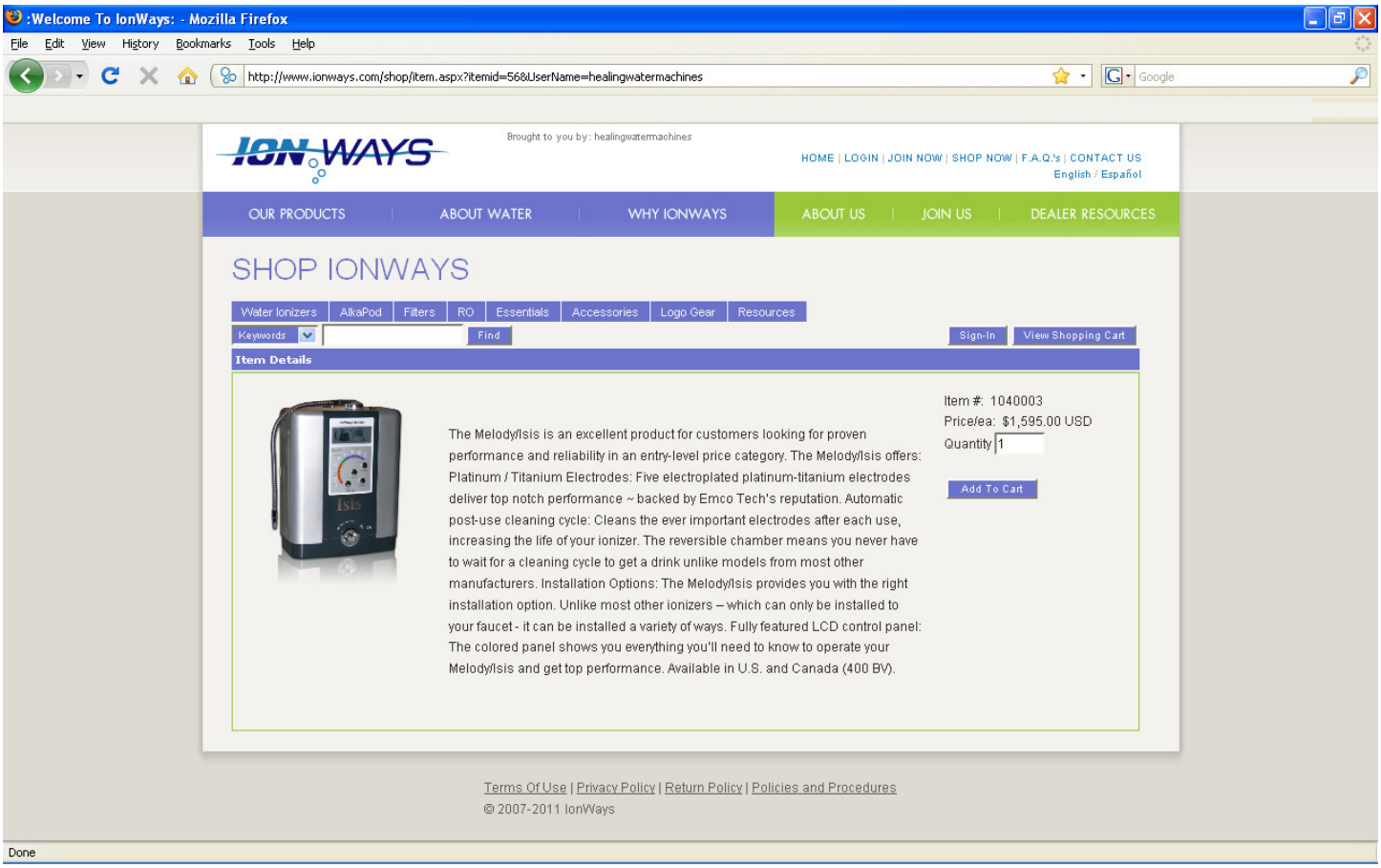
Investigators clicked on the "Buy from Manufacturer directly" link and we absolutely shocked by where they were directed. Before we unveil the results it is important to cover a few important points. We will start with the blurb on the home page of the healingwatermachines.com website: "After years of selling multiple brands of ionizers and reviewing more ionized alkaline water machines than anyone in the industry, we have decided to sell one brand of water ionizer only. We have had excellent feedback and results with the Chanson Brand

Ionized Alkaline Water machine. We will continue to offer the full line of Chanson ionizers, custom filters and innovative health products for our loyal customers."

The next thing to understand is why Mr. Ruiz says he has such a problem with the Enagic ionizers: "Ok, so why does this machine cost $3,995.00? Quite simply- because it is sold through Multi level marketing and many levels of down line get paid every time one is sold." This is a quote by Mr. Ruiz and the main reason he is so against the ionizer he says is the best built in the entire industry. It should be mentioned that Enagic is not a Multi-Level Marketing (MLM) or Network Marketing company. They are a direct sales company that have created a referral commissions program that maximizes the monies that have been allocated for the sales and marketing of their products.

The final thing to understand is that, until Evontis, a brand new MLM started by the CEO of Tyent USA in January of 2011, the only actual MLM in the ionizer industry was a company called IonWays, which sells 3 models of Jupiter brand water ionizers.

Now for the BIG reveal…when we clicked on the "Buy from manufacturer directly" link we were directed to the following website:


:Welcome To IonWays: - Mozilla Firefox
File Edit View History Bookmarks Tools Help
http://www.ionways.com/shop/item.aspx?itemid=56&UserName=healingwatermachines
Google
IONWAYS
Brought to you by: healingwatermachines
HOME | LOGIN | JOIN NOW | SHOP NOW | F.A.Q.'s | CONTACT US
English / Español
OUR PRODUCTS
ABOUT WATER
WHY IONWAYS
ABOUT US
JOIN US
DEALER RESOURCES
SHOP IONWAYS
Water Ionizers
AlkaPod
Filters
RO
Essentials
Accessories
Logo Gear
Resources
Keywords
Find
Sign-In
View Shopping Cart
Item Details
Item #: 1040003
Price/ea: $1,595.00 USD
Quantity 1
Add To Cart
The Melody/Isis is an excellent product for customers looking for proven performance and reliability in an entry-level price category. The Melody/Isis offers: Platinum / Titanium Electrodes: Five electroplated platinum-titanium electrodes deliver top notch performance ~ backed by Emco Tech's reputation. Automatic post-use cleaning cycle: Cleans the ever important electrodes after each use, increasing the life of your ionizer. The reversible chamber means you never have to wait for a cleaning cycle to get a drink unlike models from most other manufacturers. Installation Options: The Melody/Isis provides you with the right installation option. Unlike most other ionizers – which can only be installed to your faucet - it can be installed a variety of ways. Fully featured LCD control panel: The colored panel shows you everything you'll need to know to operate your Melody/Isis and get top performance. Available in U.S. and Canada (400 BV).
Terms Of Use | Privacy Policy | Return Policy | Policies and Procedures
© 2007-2011 IonWays
Done

We were directed to a website of a distributor of one of the only actual MLM's that sell ionizers. The shocker was the fine print at the top of the page, which read:

"Brought to you by: healingwatermachines"

That's right, even after posting the announcement on their home page that they were exclusively selling Chanson ionizers; after berating Enagic for being an MLM even though they are not; after starting a company called Chanson Water USA Mr. Ruiz is an active distributor for IonWays and sells ionizers that most people

would consider to be his own company's competition. We believe that this is the reason for the multiple websites, to create kind of a smoke screen so that these other activities are not easily discovered, especially by Chanson Water Co. Ltd. Investigators wondered, why would the CEO of an ionizer company, that continuously states that his ionizers are the best, be a seller of another brand of ionizer? That would be like the owner of a Toyota dealership selling new Hondas on the side. It would be different if Mr. Ruiz were just a distributor, but he is supposed to be the President of Chanson Water USA, yet he chooses to also sell another brand of ionizer instead of exclusively representing the brand that he claims to be the best.

If this is not the biggest red flag for consumers then we don't know what would be!

It seems that there is misleading information and questionable practices in many aspects of Chanson Water USA business. The term "Buyer Beware" was coined to try to protect consumers from companies like Chanson Water USA. We hope that this report helps protect consumers and keeps them from making a costly mistake; in time, money and possibly frustration. While we conducted a very thorough investigation and tried to offer as little opinion and as much fact as possible, we always encourage consumers to do their own due diligence, especially when it comes to purchases that may impact health.

There are certain products that we purchase in life that go beyond a simple purchase and actually become an investment. If you have ever bought a cheap mattress, then you know exactly what we are talking about! If you are going to purchase an ionizer, make sure that your purchase can become an investment by buying a machine that will keep creating benefits for you and your family long after it is paid for. Take time to check out different machines and remember this, if an ionizer company tells you they won't let you try their water before you buy their machine, it's because their water is too weak to provide samples. No matter what else they might say, that is the REAL reason!

This entire report boils down to this…

Buyer Beware, Be Informed & Be Empowered…the rest is just common sense!!